

**«Organization and Management of Public Library Changes Triggered by Informatization and Social and Economic Transformations»**

**CURRICULUM AND METHODOLOGICAL MATERIALS FOR  
LIBRARIANS' QUALIFICATIONS ENHANCEMENT**

***Authors:***

**Module 1 – Filipova L.Ya., Kuzminska O.H.**

**Module 2 – Shevchenko I.O., Boytsova S.G.**

**Module 3 – Bashun O.V.**

**Kyiv – Kharkiv –Donetsk 2009**

## CONTENTS:

<b>1. Introduction.....</b>	<b>3</b>
<b>2. Module 1: Basics of Computer Literacy. Internet Basics For Librarians.....</b>	<b>6</b>
<b>3. Module 2: New Library Service: Using Information Technologies and the Internet in Libraries.....</b>	<b>68</b>
<b>4. Module 3: Library Innovations Based on Project and Human Resources Management and New Library Initiatives.....</b>	<b>102</b>
<b>5. Each Module contains:</b>	
5.1. Explanatory Note	
5.2. Course Outline	
5.3. Classroom Sessions Outline	
5.3.1.Lectures Outline	
5.3.2.Questions for Self-Test	
5.3.3.In-class Workshops Outline	
5.3.4.Individual Work Assignments	
5.3.5.Interview Questions	
5.4. Recommended Literature List	
5.5. Assignments for Final Test	
5.6. Appendices. Handouts.	
5.7. Methodological Recommendations for Each Module Trainers.	

## INTRODUCTION

The World Wide Web becomes a world virtual library. Personal computer users, who have Internet access and independently master ways and methods of accessing world information resources, admit that the most effective web searching is performed with the help of experienced librarians. Librarians are considered the most trained professionals in the sphere of Internet information resources, which are usually systematized in the form of catalogues and search systems (i.e. equivalents of traditional paper catalogues and library card indices).

Librarians' computer qualifications enhancement is an important task of the Ukrainian society in an information era. First and foremost, it means teaching basics of technologies and services, as well as the Internet and computer literacy basics. This is necessary for further professional librarians' work with any library system software and the program updates integrated into international networks. The librarians' training is supposed to result in their acquisition of sufficiently high skills set and obtaining an advanced user status with the elements of library databases administration, as well as professional knowledge of the subject area – library, bibliographic and informational activity.

Library training on Computer Science is an important and urgent prerequisite of a modern information society. Librarians need to correspond to the requirements of state legislative instruments. The most important of them in a social context are:

- Basics of Philosophy, Psychology, Pedagogy, which promote the general cultural level and personal socialization, ethical values, knowledge of national History, Economy and Law, understanding society development processes and ability to use them in professional and social activity;
- Basics of Computer Science and modern Information Technologies, use of program methods and computer skills, ability to use Internet databases.
- Basics of professional disciplines<sup>1</sup>.

Main professional competences are: ability to use knowledge and skills of information management in any institution, ability to plan and carry out corresponding events in information and library sphere; knowledge of law basics and Ukrainian legislation in the sphere of society informatization and library support of management sphere as well as other areas; personal communication skills in professional sphere; teamwork skills and some others.

The following balanced professional competences are of special importance for library professionals: *informational*, *communicative* and *cultural* one. Librarians' ability to perform information search and monitoring on the Internet is developed through a complex of various professional disciplines. *Informational competence* encompasses the ability to independently

---

<sup>1</sup>Collection of Legislative Instruments on the Elaboration of Higher Education Academic Field Standards: Letter of the Ministry of Education and Science of Ukraine of July 31<sup>st</sup> 2008 № 1/9-484 (Appendix).-Kyiv., 2008 <http://www.mon.gov.ua/?id=2>; European Qualifications System [www.volsu.ru/rus/info/part5.doc](http://www.volsu.ru/rus/info/part5.doc)

search, analyze, select necessary information, organize, transform, store and transfer it with the help of different media (paper and electronic). *Communicative competence* encompasses language knowledge and business communication methods between Internet users, methods of telecommunication services transfer. *cultural competence* encompasses knowledge and skills of ethical and legal behavior norms on the Internet. At the same *cultural and ethical competence*, which encompasses knowledge and skills of moral, ethical and legal behavior norms on the Internet are crucial for all of the information society members and library professionals. Thus, librarians need to have the above-mentioned professional competences in order to efficiently work in the Internet environment<sup>2</sup>.

To this effect one can highlight the following main professional competences corresponding to the 3 program Modules: 1) information and communication, 2) library and service, 3) organizational and managerial ones.

Main professional competences of Module 1 are computer basics for librarians and acquisition of computer and Internet skills, information technology use for solving library and informational problems.

Main professional competences of Module 2 are modern library work basics: information monitoring and information search on the Internet at users' requests; analytical and synthetic processing of documents and information, ability to acquire informational and library resources with the help of computer and Internet technologies (databases, electronic catalogues) and electronic services.

Main professional competences of Module 3 are knowledge and skills of innovative library management, ability to create flexible managerial style, plan and report accordingly, control library work with the help of management, marketing, fundraising and social partnership methods.

Thus, library professionals should acquire the above-mentioned professional competences and use them in their everyday work and further professional life, thereby implementing lifelong education principles.

Curriculum «Organization and Management of Public Library Changes Triggered by Informatization and Social and Economic Transformations» contains three Modules:

**Module 1: Basics of Computer Literacy. Internet Basics for Librarians**

**Module 2: New Library Service: Using Information Technologies and the Internet in Libraries**

**Module 3: Library Innovations Based on Project and Human Resources Management and New Library Initiatives**

---

<sup>2</sup> Filipova L.Ya. Professional Competences of Documentary Communications Specialists: Educational Aspects // Book Chamber Newsletter. – Kyiv, 2009. – p. 25 – 28; Collection of Legislative Instruments on the Elaboration of Higher Education Academic Field Standards: Letter of the Ministry of Education and Science of Ukraine of July 31<sup>st</sup> 2008 № 1/9-484 (Appendix).-Kyiv, 2008. <http://www.mon.gov.ua/?id=2>;

**Each Module contains:**

1. Explanatory Note
2. Course Outline
3. Classroom Sessions Outline
  - 3.1. Lectures Outline
  - 3.2. Questions for Self-Test
  - 3.3. In-class Workshops Outline
  - 3.4 Individual Work Assignments
  - 3.5. Interview Questions
4. Recommended Literature List
5. Assignments for Final Test
6. Appendices. Handouts.
7. Methodological Recommendations for Each Module Trainers.

**Module 1: BASICS OF COMPUTER LITERACY.**  
**INTERNET BASICS FOR LIBRARIANS**

***Authors:***

**Filipova L.Ya., Kuzminska O.H.**

## Explanatory Note

Module 1 consists of 2 sections divided into 8 related topics.

Section 1 – *Basics of Computer Literacy. Introduction to Information Technologies* – consists of 3 topics: Computer as Information System; Operating System Windows XP. Organization of Computer Security and Information Protection; Office Software; Text Processor MS Word.

Section 2 – *Internet Basics for Librarians* – consists of 5 topics: World Wide Web: Basic Notions; Basics of Internet Navigation, Web Browsers; Internet Programs (WWW, E-Mail). Communication Services; Internet Search Methods, Internet Search Engines, Web-design, Web 2.0 (blogs): Basic Notions.

A final test is based on each of the two Module sections. Intermediate tests are conducted in the form discussion, question & answer sessions, in-class workshops, tasks for individual work and quizzes.

The goal of Module 1 is effective use of modern information and communication technologies in library sphere; familiarizing with methodological and practical options offered by the Internet, namely, searching, processing, copying and storing information; electronic communication, using the Internet electronic services and other programs. The course priority is acquiring information search skills.

The syllabus objectives are:

- Acquire the skills of effective use of job-related devices and application software;
- Learn main stages and trends of the World Wide Web development;
- Introduce the Internet information service, learn basics of the Internet navigation (Internet browsing);
- Teach the skills of effective use of popular Internet programs: WWW (World Wide Web) and E-Mail (electronic mail);
  - ♦ Acquire the skills of searching information on the Internet;
  - ♦ Obtain knowledge and professional skills of effective work with the Internet resources and services;
  - ♦ Train librarians in professional use of the Internet search engines, as well as informational and analytical work monitoring.

**The syllabus** is structured with the purpose of gradual acquisition of the Internet basics by a particular level user: from basic notions of the Internet browsers to mastering the Internet services and information search engines usage, as well as methods of information search aimed at providing services to readers/users and further professional enhancement.

A prerequisite of the successful material acquisition is certain Computer Science knowledge and skills, namely basics of computer literacy (computer parts, notion of computer software and hardware, basic desktop skills); operating systems (Windows family); text editors (Microsoft Word (WordPad, Notepad)) etc.

**Qualifications characteristics.** The goal of Module 1. «Basics of Computer Literacy. Basics of the Internet Use for Librarians» is acquisition of the Internet knowledge and skills: work with information resources and services as a qualified user. The program prerequisite: previous acquisition of computer literacy basics.

After the course completion the students are supposed to:

**Know:**

- ♦ Basic course notions and terminology;
- ♦ Components, devices and technical characteristics of a modern computer;
- ♦ Components, application and main functions of modern computer software;
- ♦ Technology of using computer for professional purposes;
- ♦ Main trends of the World Wide Web development;
- ♦ Basics of the Internet services use;
- ♦ Basics of information search on the Internet: technology and methods;
- ♦ Internet information search engines and their capacities;
- ♦ Internet resources and service;

**Be able to:**

- ♦ Select and use computer peripheral devices in accordance with professional library tasks;
- ♦ Professionally use program products: MS Windows, MS Word, ABBYY FineReader;
- ♦ Use the Internet as a communication tool;
- ♦ Use any browsers for the purpose of the Internet navigation;
- ♦ Perform information search on the Internet;
- ♦ Effectively use the Internet information search engines and tools;
- ♦ Perform informational and analytical work by means of popular Internet programs;
- ♦ Freely and independently use main informational Internet programs.

**Have skills as follows:**

- Desktop skills;
  - ♦ Scanning and optical recognition of documents with the help of special programs;
  - ♦ Using the Internet programs: WWW and E-Mail;
  - ♦ Effective use of web-sites search options in any information sphere;
  - ♦ Professional analysis and quality evaluation of informational Internet resources and services;
- ♦ Organization of computer security and information protection;
- ♦ Using the obtained knowledge in organizational, managerial, scientific and informational work of organizations and institutions.

Educational and methodological materials are intended for librarians, information service professionals, and teachers. They are primarily intended for familiarization with informational resources, Internet services and their use in library work with the purpose of prompt and effective information provision to users as per their requests. At the same time the material can be used for



introducing readers/users to the Internet basics – a task traditionally performed by librarians, in particular, by bibliographers. Thus, it will help to raise the overall level of informational culture and computer literacy.

### COURSE OUTLINE

№	Topics	Number of hours					
		Total	Lectures	In-class workshop	Problem-solving tasks	Individual Work	Tests
1	2	3	4	5	6	7	8
<b>Section 1. Basics of Computer Literacy. Introduction to Information Technologies.</b>							
1.	Computer as Informational System		1		2	2	Question & Answer Session
2.	Operating System Windows XP. Organization of Computer Security And Information Protection		2	3	3	4	Question & Answer Session
3.	Office Software. Text Processor MS Word		2	3	3	5	Question & Answer Session
	Total	30	5	6	8	11	Final Test
<b>Section 2 – Internet Basics for Librarians</b>							
1.	World Wide Web: Basic Notions		1		Discussion	2	Question & Answer Session
2.	Basics of Internet Navigation, Web Browsers		1	4		4	Question & Answer Session
3.	Internet Programs (WWW, E-Mail), Communication Services		1	4		4	Question & Answer Session
4.	Internet Search Methods, Internet Search Engines		2	6		6	Question & Answer Session
5.	Web-design, Web 2.0 (blogs): Basic Notions		1	2		4	Question & Answer Session
		42	6	16		20	Final Test
	Total	72	13	29		30	

## **Section 1 – Basics of Computer Literacy**

### **Topic 1. Computer as Information System**

Computer as an information system: mechanical and informational components, their purpose and interrelation. History of computer development.

Personal computer structure (PC): hardware, its purpose and technical characteristics. Data input/output devices: keyboard, display, disk drives, printer, scanner, computer manipulators (mouse). Modern storage media and their characteristics: type, name, operating principle, reliability, capacity, price. Central and peripheral devices.

Computer as a multimedia center (video and audio card, speaker system, built-in camera).

Structural and functional PC scheme. Modern market of PC hardware.

Computer classification (desktop, laptop, netbook, portable computers).

Local networks: purpose and usage advantages. Network resources and their usage.

Software structure of a modern computer. Components, application and main functions. System software. Application, components and main functions of operating systems. Modern market of operating systems (Linux, UNIX, Windows XX).

Computer safety regulations.

### **Topic 2. Operating System Windows XP. Organization of Computer Security and Information Protection**

Starting and logging off operating system Windows XP. Windows XP interface: main elements (desktop, taskbar, programs, files, documents, shortcuts, menu) and their application.

Desktop. Setting desktop and taskbar parameters.

Folders and programs windows. Performing operations with windows with the help of their main elements.

Main and context menu. Object properties view.

File system organization. File. Catalogue (folder). Pathname. Review of files and disks properties.

Review of operating system Windows XP Accessories. Opening Calculator, Notepad, Paint programs and working with them.

Graphic and text data formats. Vector and bitmap graphics. Creating and processing different image types with the help of graphic editors.

Document search by means of operating system. Using Help function.

Operations with files and folders (objects): view, systematizing, creating, highlighting, copying and pasting, renaming, deleting and restoring. Creating a shortcut.

PC service software (formatting, defragmentation, cleaning disks). Shell-programs. Performing main operations with files and folders by means of Explorer program.

Data archiving. Archiving by means of operating system. Work with archives (creating, restoring, adding, extracting certain files) by means of WinZip and WinRar programs. Comparing file compression degree by different archivers.

Computer security and information protection: basic notions, terminology.

Computer viruses. Computer viruses classification. Anti-virus programs. Familiarization with Dr.Web and AVP programs interface.

Windows Steady State program as a facilitation tool of computer networks administration. Program use in local networks and on separate computers.

Rules and data sources of providing Internet safety information to users.

### **Topic 3. Office Software. Text Processor MS Word**

Review of Microsoft Office programs: purpose, functions, usage options in library sphere.

Technology of documents preparation by text processor MS Word: setting text processor bars, creating, saving as a file, opening and closing a document, typing a text with the help of a keyboard.

Using document templates. The document structure. Saving files in different formats.

Text formatting. Mapping untyped symbols. Symbols formatting: setting font; toolbar Format; inserting non-standard symbols and special characters, drop cap. Paragraph formatting. Creating

numbered and bulleted lists. Spellchecking.

Inserting pictures. Inserting pictures in texts. Pictures formatting. Drawing charts by means of MS Word, using WordArt program, graphical objects import.

Using tables. Creating and deleting tables. Adding rows and columns, merging and splitting cells, formatting text in a table. Editing data in a table. Text search and change. Tables formatting. Work with forms and templates.

Inserting organization charts in a document.

Work with a document containing many pages. Inserting page numbers, headers. Style. Using style while formatting contents.

Setting page parameters. Preparing a page for printing. Printing documents.

Review of main formats (graphic: PDF, BMP, GIF, JPEG, TIFF, PNG; text: PDF, DOCX, RTF, DOC, TXT, HTML) and peculiarities of their creation, processing and mutual conversion.

Review of ABBYY FineReader program options as an intellectual system of optical recognition, which facilitates quick and high quality conversion of paper documents, digital photograph and PDF-files into electronic form. Scanning as a first step of receiving and processing a target image. Defining document structure. Recognition of documents in different languages; automatic translation. Recognition of digital documents and bar codes. Format selection for data saving. Documents editing by means of text processor MS Word.

### **Classroom Sessions Outline:**

#### **Topic 1. Computer as Information System**

##### **Lecture Plan:**

1. Computer as an information system: interrelation of hardware and software components.
2. Hardware: its purpose and main characteristics.
3. Classification of personal computer software.
4. Computer classification. Computer type selection and configuration.
5. Computer networks in library work. Use of peripheral devices.
6. Application, components and main functions of operating systems. Operating system Windows XP.

##### **Questions for Self-Test:**

1. What does PC central equipment consists of?
2. Which devices are characterized as peripheral?
3. What is operating memory?
4. What devices does external memory consist of?
5. What is the difference between CD, CD-R, CD-RW?
6. What is capacity of CD and DVD disks?
7. What is flash-memory?
8. Which functions does a video card perform?
9. Which types of monitors do you know and what is the difference between them?
10. Which types of printers do you know?
11. What are the functions of a scanner?
12. What data input/output controllers do you know?
13. Which programs are included in the system level of software?
14. What is an operating system?
15. Which programs are related to application software?

##### **Questions for Discussion:**

1. How are informational systems used in library work? Give several examples out of your own experience, national and international practice etc.
2. What computers are necessary for effective library work organization in your city (raion, settlement)? Provide your arguments.
3. Does a modern library need local networks? Provide your arguments.

4. What are the problems related to purchasing, setting up and maintaining computers and corresponding software faced by modern libraries?

#### **Questions for Individual Work:**

1. Connect main computer devices following safety regulations (instruction – Appendix 1) .
2. Find proposals regarding computer sales in periodicals, journals, Internet publications and evaluate their quality.
3. Determine computer configuration (give example of technical characteristics), which would satisfy professional needs of a modern librarian.
4. Familiarize yourself with the notions of free and licensed software.

#### **Questions for Interview:**

1. What is the classification of modern PCs in accordance with their application?
2. Which computers and in which way can be best used for library work?
3. Which parameters need to be taken into consideration in the first place while selecting computer configuration?
4. What peripheral devices are obligatory for library computers and why?
5. How is program software classified?
6. What programs are obligatory for a computer functioning?
7. Describe which programs are necessary for effective work of a modern librarian? Fill out a table: write down task examples in the first column and corresponding program names or software type – in the second column.
8. What processes of a librarian's work "require" information and communication technologies use?
9. What does a librarian lack for effective work organization involving information and communication technologies?
10. How can a modern information center be created on the basis of your (city, raion, settlement) library?

#### **Literature:**

List consisting of 5 items.

### **Topic 2. Operating System Windows XP. Organization of Computer Security and Information Protection**

#### **Lecture Plan:**

1. Starting a computer. Elements of operating system Windows XP interface.
2. Objects of operating system Windows. Desktop.
3. Basics of operating system. File system organization.
4. Windows XP Accessories: Notepad, Calculator, Paint programs.
5. Graphical and text data formats.
6. Document search by means of operating system. Help function of operating system Windows.
7. Operations with files and folders: view, systematizing, creating, highlighting, copying and pasting, renaming, deleting and restoring. Creating a shortcut. Copying and saving files and folders to external memory devices.
8. Organization of computer security and information protection.
  - Service PC software (formatting, defragmentation, cleaning disks).
  - Review of Explorer file manager functions.
  - Anti-virus protection (viruses classification, providing anti-virus protection, infection prevention).
  - Windows Steady State program (purpose, options, methods of use).
9. Correct Windows log off.

#### **Questions for Self-Test:**

1. What is a file?

2. What is a folder (catalogues)?
3. How can one write a complete file name?
4. What tasks does an operating system perform?
5. What is a desktop?
6. What programs are included in the groups “Accessories” and “Service”?
7. How is files and folders search performed in Windows XP?
8. What are shortcuts used for? What is the difference between a shortcut and a file?
9. Is it possible to receive Help function results of Windows XP by means of key words?
10. Why is Explorer considered a service program?
11. What is meant by “data archiving”?
12. Which archivers do you know?
13. What is a “computer virus”?
14. What are the kinds of antivirus methods?
15. What are the functions of AVP Kaspersky program?
16. How are antivirus programs renewed?

### **In-class Workshop Plan:**

#### ***In-class Workshop 1: File System Organization***

1. Starting and logging off operating system Windows XP.
2. Desktop. Graphic interface and its elements.
3. Performing operations with windows by means of their main elements.
4. Main menu. Opening Windows XP Accessories.
5. File. Catalogue (folder). Pathname.
6. Review of objects properties. Context menu.

#### ***In-class Workshop 2: Operating System Windows XP Accessories***

1. Taskbar. Control bar.
2. Using Calculator, Notepad programs.
3. Using Windows Media: saving and playing audio and video files.
4. Document search.
5. Using Help function.

#### ***In-class Workshop 3: Using Graphic Editor Paint***

1. Starting and finishing work with the program.
2. Window elements.
3. Toolbox.
4. Color box.
5. Work with text.
6. Editing pictures and picture fragments.
7. Selection of file type for saving.

#### ***In-class Workshop 4: Operations with files and folders with the help of “My computer”***

1. Creating a disk shortcut on the desktop.
2. Elements of system folder My computer.
3. Operations with files and folders (objects): review, systematizing, creating, highlighting, copying and pasting, renaming, deleting and restoring.
4. Saving files to external memory media.

#### ***In-class Workshop 5: Files Archiving***

1. WinZip Program
2. Creating an archive file: text, graphic, audio, video. Folders archiving.
3. Creating archives split into volumes.
4. Creating a self-unzipping archive.

5. Restoring files from an archive.
6. Comparing the degree of file compression depending on their types.

### **In-class workshop 6: Information protection**

1. Dr.Web and AVP programs interface.
2. Scanning floppies, flash drives and My documents file for viruses.
3. System utilities review. Floppy disk formatting.
4. Operations with Windows Steady State program.

### **Questions for Self-Test:**

1. Work with keyboard training simulator *Stamina* <http://stamina.ru/download.htm> or *Keyto* (<http://iatp.org.ua/training/keyto.zip>) .
2. Set up a desktop following the directions (see Appendix 2).
3. Create library logo with the help of Paint program.
4. Compare WinZip and WinRar program options (see Appendix 3).
5. Familiarize yourself with service programs: defragmentation and cleaning disks; create a text file with the information on effective service programs use.

### **Questions for Interview:**

1. What operating systems of Windows family do you know?
2. Give definitions of: icon, shortcut, context menu, dialogue window. Provide examples of their usage during the work with operating system Windows.
3. What kinds of files do you know? What is the difference between different file formats? Provide argumentation.
4. Explain how one can copy and paste files with the help of clipboard?
5. Can one determine the “best” method of performing main operations with Windows files and folders (with the help of context menu, drag-and-drop method, key combination method). Provide argumentation.
6. Suggest your own folder structure, which is convenient for organizing a librarian’s work.
7. Determine pros and cons of performing main operations with files and folders by means of Explorer file manager and My computer program. Is it possible to do that? Provide argumentation.
8. Compare WinZip and WinRar programs.
9. Give examples of situations when a librarian needs to archive data.
10. Which computer viruses do you know?
11. How often should one scan a computer for viruses?
12. What is the danger of computer infection by viruses? What are the consequences?
13. How can one find out that a computer is infected by viruses?
14. Determine the advantages of Steady State program for library service.
15. Explain the necessity of information security.

### **Literature:**

List consisting of 19 items.

### **Topic 3. Office software. MS Word as a Universal Text Processor.**

### **Lecture Plan:**

1. Overview of Microsoft Office programs: purpose, functions, use possibilities in library work.
2. Downloading text processor MS Word. Window elements. Setting toolbar.
3. Preparing documents in MS Word text processor.
4. Working with documents templates. Document structure and style.

5. Formatting a document and document elements.
6. Editing a text document by means of MS Word text processor.
7. Inserting and processing images: pictures, charts, shapes, WordArt objects.
8. Operations with a table: drawing, editing, formatting.
9. View modes and document saving formats.
10. Work with a document containing many pages. Merging documents.
11. Preparing documents for printing. Printing documents.
12. Review of main formats (graphic: PDF, BMP, GIF, JPEG, TIFF, PNG; text: PDF, DOCX, RTF, DOC, TXT, HTML) and peculiarities of their creation, processing and mutual conversion.
13. Review of ABBYY FineReader program options as a system of optical recognition.

### **Questions for Self-Test:**

1. How can one start and shut down MS Word?
2. What is the window structure of MS Word?
3. What toolbars can be used and how can they be displayed?
4. In which formats can one create a new document?
5. How can one set up font parameters?
6. How can one convert a text into a table?
7. How can one perform copying operation in a table?
8. How can one use the Find and Replace functions for text editing?
9. How can one check a text spelling?
10. How can one insert a picture in a text?
11. What is an organization chart?
12. How can one work with document templates?
13. What are the peculiarities of work with documents containing many pages?
14. Which text formats do you know? What is the difference between them?
15. Which text formats does MS Word support?
16. Which formats does ABBYY FineReader recognize?
17. What are ABBYY FineReader document processing stages?
18. In which formats can one save documents processed by ABBYY FineReader?
19. Is it possible to edit data processed by ABBYY FineReader in MS Word?

### **In-class Workshop Plan:**

#### ***In-class Workshop 1: Using Document Templates***

1. Downloading text processor.
2. Configuring a toolbar.
3. Opening and viewing a document in different modes. Document structure.
4. Using document templates: letters, resumes, reports, references etc.
5. Creating new templates.
6. Saving documents in different formats.

#### ***In-class Workshop 2: Document Formatting. Operations with Images***

1. Text formatting. Mapping untyped symbols. Symbols formatting: setting font; toolbar. Formatting; inserting non-standard symbols and special characters, drop cap.
2. Paragraph formatting. Creating lists.
3. Inserting pictures. Inserting pictures in texts. Pictures formatting.
4. Drawing charts by means of MS Word, using WordArt program.
5. Graphical objects import.

#### ***In-class Workshop 3: Work with Tables and Diagrams***

1. Creating and deleting tables.

2. Table editing.
3. Table formatting.
4. Inserting images into table cells.
5. Creating and editing an organization chart.
6. Establishing order of objects location in a text document.

#### ***In-class Workshop 4: Work with Large Documents***

1. Work with large documents.
2. Finding and replacing symbols. Finding and replacing text.
3. Merging documents.
4. Work in structure mode. Styles.
5. Pages numeration. Headers.
6. Sending a document to print.

#### ***In-class workshop 5: Working with FineReader Program***

1. Using FineReader program for work with previously scanned documents.
2. Saving processed documents in different formats.
3. Editing the processed documents by means of MS Word and Paint programs. Using different formats for saving files.

#### **Questions for Individual Work:**

1. Create Library User directions by means of text processor MS Word.
2. Create an announcement of Library Open Doors Day.
3. Familiarize yourself with the options of Microsoft Office Publisher regarding creation of electronic publications, in particular, library booklet (see Appendix 4). Create an information booklet by means of copying materials prepared with the help of text processor.
4. Scan documents by means of Windows operating system.
5. Find information on scanner types and scanning methods. Define the best scanner for library work.

#### **Questions for Interview:**

1. What document view modes do you know? What are their purposes? Provide examples.
2. Determine which operations refer to text editing and which ones to text formatting.
3. Formulate a general rule of inserting images and charts into a text document.
4. Give possible reasons for using WordArt object in text documents. What are those documents? Give examples.
5. In which library documents is it advisable to use organization charts? Give examples.
6. Name advantages of using templates while working with library documents.
7. Name advantages of using structure mode while working with large documents.
8. In which formats can one save documents created in MS Word?
9. How can document be prepared for printing? Is it important to know thereby what type of printer will be used for printing?
10. What documents need to be created for library work? Provide tips regarding effective document creation by means of txt processor MS Word.
11. Why is ABBYY FineReader called an intellectual system of optical document recognition?
12. What are the peculiarities of using ABBYY FineReader program?
13. In which library contexts does one need to scan documents? Give examples.
14. Which types of scanners are used in library work? What is the purpose of these scanners?
15. What is a rule of scanning documents?

#### **Literature:**

List consisting of 14 items.



## **FINAL TEST ASSIGNMENTS**

### **SECTION 1. MODULE 1.**

#### **1. Which devices are considered both data input and data output controllers?**

- ☐ laser disk drives CD-R
- ☐ \* disk drives for magnetic disks (floppies)
- ☐ laser disk drives DVD-R
- ☐ \* modem
- ☐ \* laser disk drives CD-RW

#### **2. Match programs names in accordance with computer software categories:**

- |                                  |     |                     |
|----------------------------------|-----|---------------------|
| 1. System                        | (2) | 1. 1C- book-keeping |
| 2. Instrumental                  | (4) | 2. Windows XP       |
| 3. Application (general purpose) | (3) | 3. Microsoft Word   |
| 4. Application (special purpose) | (1) | 4. Delphi           |

#### **4. Which computer characteristics are essential for its configuration selection?**

**5.**

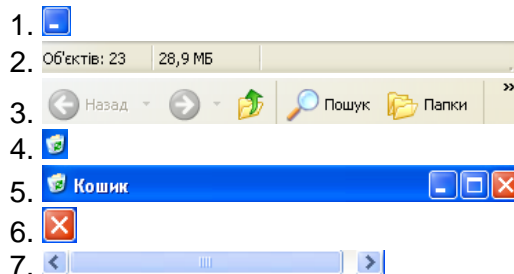
- ☐ \* type and speed of processor
- ☐ availability of multimedia elements (speakers, TV-tuner, microphone, headset);
- ☐ \* random access memory capacity
- ☐ keyboard type
- ☐ \* size, type and speed of a video card and video memory capacity
- ☐ \* display type and its characteristics – resolving capacity, diagonal size
- ☐ availability of a scanner and its type
- ☐ \* type, capacity and time of access to hard drive
- ☐ \* type and number of disk drives

#### **4. Which objects can be placed on Windows XP desktop?**

- ☐ \* files
- ☐ \* programs
- ☐ \* folders
- ☐ \* shortcuts
- ☐ Start button
- ☐ books
- ☐ taskbar

#### **5. Match window elements name in accordance with their images**

1. Window menu (4)
2. Title line (5)
3. Close button (6)
4. Minimize button (1)
5. Scrolling line (7)
6. Toolbar (3)
7. Status bar (2)



#### **6. Which context menu direction is common for all of the objects?**

- ☐ copy
- ☐ delete

- ☐ map a network drive
- ☐ \* properties


**7. Which characteristics does a file have?**

- ☐ \* name
- ☐ \* extension
- ☐ \* location
- ☐ \* capacity
- ☐ availability of file shortcuts
- ☐ \* date and time of creation

**8. Match file types with file extension:**

- |            |                  |
|------------|------------------|
| 1. txt (3) | 1. Image         |
| 2. bmp (1) | 2. Audio file    |
| 3. exe (4) | 3. Text document |
| 4. avi (5) | 4. Program       |
| 5. wav (2) | 5. Video file    |

**9. Determine the sequence of operations necessary for safe flash drive removal from a computer USB-port**

1. Choose the device name, which has to be stopped. (4)
2. Push Close button. (6)
3. Remove flash-drive. (7)
4. Right mouse click on  icon *Safely Remove Hardware*, located in toolbar indication area. (2)
5. Close the windows of all documents, programs and folders downloaded from the flash drive. (1)
6. Push Stop button. (5)
7. Choose *Safely Remove Hardware* direction in the context menu. (3)

**10. Which disk names are always indicated with capital letters?**

- ☐ \* A: - floppy disk (diskette)
- ☐ \* C: - hard drive
- ☐ E: - laser disk
- ☐ F: - flash drive

**11. File/Save as... direction is used for:**

- ☐ \* changing a file name
- ☐ \* changing a file location (disk or folder)
- ☐ saving a file with the same name in the same folder

**12. Following Edit/Cut direction a selected text fragment:**

- ☐ \* is deleted from a document
- ☐ \* is transferred to clipboard
- ☐ is inserted into the document

**13. Determine the sequence of operations, which need to be performed in order to copy a text fragment to another place of the same document.**

1. Follow Edit/Copy direction. (2)
2. Mouse click beyond the selected fragment borders. (5)
3. Follow Edit/Paste direction. (4)
4. Place a mouse cursor to the document section where one needs to copy the fragment to. (3)
5. Select a text fragment. (1)

**14. Which extension can images have?**

- ☐\* bmp
- ☐ txt
- ☐\* jpg
- ☐\* gif
- ☐ doc
- ☐\* wmf
- ☐ avi
- ☐\* tif

**15. While dragging an object from one folder to another a copying operation is performed, if:**

- ☐\* the folders are on different disks
- ☐ the folders are on the same disk
- ☐ Shift button is pushed during dragging operation
- ☐\* Ctrl button is pushed during dragging operation










**16. Which view modes of folders contents allow to see thumbnails?**

- ☐\* Filmstrip
- ☐\* Thumbnails
- ☐ Tiles
- ☐ Icons
- ☐ List
- ☐ Details


**17. Match file name templates with search conditions:**

- |                 |  |
|-----------------|--|
| 1. *.jpg (2)    | 1. Images in JPEG format, whose name consists of three symbols             |
| 2. oa*.jpg (4)  | 2. All images in JPEG format   |
| 3. ????.jpg (1) | 3. Images in JPEG format, whose name ends in a letter combination „oa”     |
| 4. *oa.jpg (3)  | 4. Images in JPEG format, whose name starts with a letter combination „oa” |




**18. Match button names of Quick Access toolbar with their icons.**

- |              |  |
|--------------|--|
| 1. Cut (5)   | 1.  |
| 2. Copy(6)   | 2.  |
| 3. Paste (7) | 3.  |
| 4. Undo (8)  | 4.  |
| 5. Redo (9)  | 5.  |
| 6. New (1)   | 6.  |
| 7. Open (2)  | 7.  |
| 8. Save (3)  | 8.  |
| 9. Print (4) | 9.  |

**19. Match button names of Format toolbar with their icons.**

- |                   |   |
|-------------------|---|
| 1. Bold (3)       | 1.  |
| 2. Italics (4)    | 2.   |
| 3. Underlined (5) | 3.   |
| 4. Shadow (6)     | 4.   |

- 5. Font (1)
- 6. Font Size (2)
- 7. Font color (7)

- 7. 
- 5. 
- 6. 

**20. Indicate which of the below-mentioned objects can be zipped in an archive file.**

- ☐\* One file
- ☐\* Several files
- ☐\* A folder, which only contains files
- ☐\* A folder, which contains files and inserted files
- ☐\* Several files and folders

**21. Files with which extension can be archive ones?**

- ☐\* .zip
- ☐\* .txt
- ☐\* .rar
- ☐\* .exe

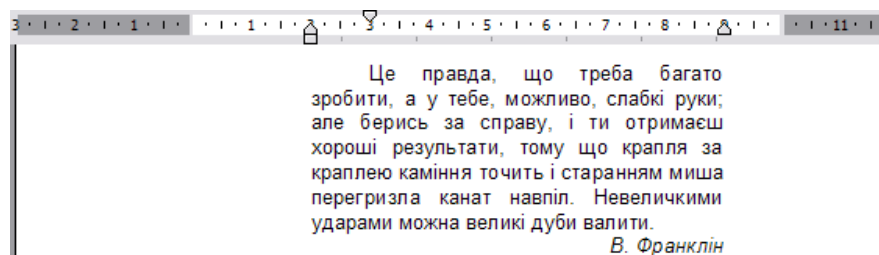
**22. Which operations can be performed by means of MS Word text processor?**

- ☐\* type a text with the help of keyboard
- ☐\* edit and format text
- ☐\* add images to a text document
- ☐ create function charts based on a certain formula
- ☐\* check text spelling

**23. Indicate operations, which can be performed while editing a text:**

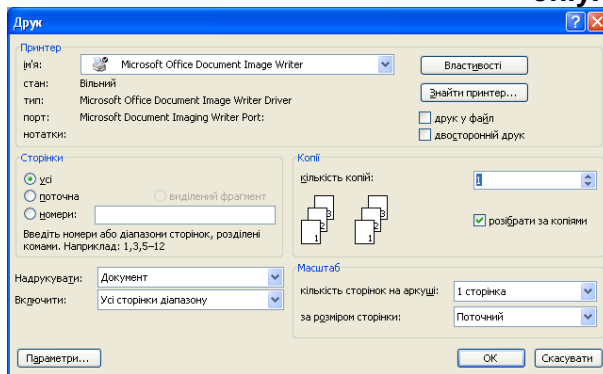
- ☐\* inserting missed symbols
- ☐\* changing incorrectly types symbols
- ☐\* merging several paragraphs in one
- ☐ change of symbols color
- ☐\* deleting unnecessary symbols
- ☐\* splitting a paragraph into two paragraphs
- ☐ changing symbols size
- ☐\* pasting a paragraph into another place in a document

**24. Indicate which paragraph format parameters need to be set up in order for the first text paragraph to look like one in the sample:**



- ☐\* Page Setup - Width
- ☐\* Left – 2 cm
- ☐\* Right – 1 cm
- ☐ Font – Arial
- ☐\* Indentation - first line – 1 cm
- ☐ Paper: Width – 14,8 cm, Height – 21 cm
- ☐ Left margin – 3 cm

## 25. Determine the sequence of operations necessary to print the first document page only.



1. Insert 1 in Pages entry line of Print option. (3)
2. Follow File/Print direction. (1)
3. Push OK button. (4)
4. Place cursor to Pages entry line of Print option. (2)

## **Section 2. Internet Basics for Librarians**

### **Topic 1. World Wide Web: Basic Notions**

Internet as a global network. History of the Internet, ARPANet (Advanced Research Project Agency) project start and its purpose; "Internetting Project" development.

World information space characteristics, other computer networks. Basic notions of local computer networks (LAN) and wide area networks (WAN). World network space as a computer networks complex: MILNET, NSFNET (U.S. National Scientific Foundation), NASA Science Internet (NSI) (combining several computer networks of space research), GLASNET (combining several non-commercial computer networks of humanitarian and ecological character: PeaceNet, EcoNet, GreenNet, etc.), EARN (European Academic Research Network), EUNET (the biggest European network, which has regional components in all of the world regions), RELCOM and IASNet (the oldest Russian networks of the Soviet time) and many others. Ukrainian computer networks (Lucky Net, Global Ukraine (GU) and others; their development and main geographical expansion trends beginning from mid-90s of the 20th c.

The Internet structure: switching nodes. Basic notions of technical network maintenance: local networks, hosts, communication servers - basic definitions, notions; composition of technical and program tools.

Data transfer protocol on the Internet, general characteristics and meaning. Main Internet protocol: TCP/IP. Main functions of Internet protocol (IP); main functions of Transmission Control Protocol (TCP).

The network role and function for progress and development of the modern society; legal and ethical Internet regulations.

### **Topic 2. Basics of Internet Navigation, Web Browsers**

Notions of the Internet browsers (navigator programs), intended for convenient use of the Internet services and resources, as well as for increasing navigation possibilities in world computer networks according to the same fixed rules. General characteristics of the Internet browsers.

Starting a browser program; areas (components) of a dialogue window, their functions: display area, menu bar, toolbar, location line, status bar. Main dialogue window elements, browser program options (using the example of Microsoft Internet Explorer). Microsoft Internet Explorer browser, main menu points: File, Edit, View, Favorites, Service, Help. Purpose of toolbar buttons.

Main methods of documents downloading to the browser window. Operations with several windows. Analysis of information in the browser status bar. Additional options of documents downloading while working with a browser. Interrupting data transfer. Repeated page downloading.

Prompt operating with the help of search function. Options of downloaded documents printing. Changing a home page.

Operations with web-pages: saving, printing, copying, pasting, inserting, text search. Saving current text and graphic browser documents.

Registration of the used hypertext links, hyperlinks operations. Creating an address catalogue while working with a browser. Bookmarking Internet-addresses. Bookmarks systematization with the help of menu.

Functions of right mouse button. Context menu, purpose and main points. Main options of different Web-pages objects: selection, copying, saving, formatting.

### **Topic 3. Internet Programs (WWW, E-Mail). Communication Services**

Internet programs (or information services, services) as application programs: general characteristics, main operating principles and functional options.

Service program World Wide Web (WWW), its characteristics and purpose. Hypertext, hyperlinks, hypermedia. HTTP (Hyper Text Transfer Protocol). HTML (HyperText Markup Language: essence, purpose, application, interrelation with other application programs.

WWW addresses. Notions of IP-address, DNS-address (Domain Name System). Domain. Structure and contents of Internet address system (domain and IP-addresses of computers). Structure and contents of creating a resource network address, URL-address (Uniform Resource Locator), for WWW information resources.

Service Internet program - E-mail (electronic mail). Electronic mail history, functions, purpose, usage examples. E-mail protocols (POP3 - Post Office Protocol version 3; IMAP - Internet Message Access Protocol; SMTP - Simple Mail Transfer Protocol). Mail address and address system on the Internet. Mail address structure: mailbox name, @, mail server name (computer name, domain name, class).

E-mail program types, characteristics; main functions. Registration on the Internet mail web-site (freemail.ukr.net, www.mail.ru, mail.yahoo.com, www.hotmail.com or others). Electronic mail structure: obligatory and auxiliary elements. Main mail program commands, mail system settings, sending and receiving messages.

Skype as a communication program allowing to communicate via Internet with any user worldwide. Main functions and distinction from other programs (ICQ, QIP or Jabber). Necessary equipment: web camera, microphone and headset, possible events. Possible events: video conferences, chatting etc.

### **Topic 4. Internet Search Methods, Internet Search Engines**

Information search on the Internet: methods, technology and strategy.

Simple and advanced Internet information search: basic rules and recommendations. Basic methods of advanced search: contents and formal aspects; correct use of logical operators AND, OR, NOT.

Ukrainian Internet search engines, general characteristics. Ukrainian portal (<http://www.uaportal.com/>), META search system (<http://meta-ukraine.com>), Internet-holding (<http://uaport.net/>), Electronic news (<http://elvisti.com/>), <http://www.bigmir.net/>. Brama search system (Ukrainian diaspora in Canada - about Ukraine) ([www.brama.com](http://www.brama.com)). Usage methods.

Foreign search systems.

American search system Yahoo as a typical catalogue example, interface characteristics. Methods of information search by keywords and other characteristics. Search engines: InfoSeek, Excite, Lycos and others. General interface characteristics, search options. Information search on the Internet with Alta Vista search engine, its characteristics. Information search with the help of Simple and Advanced Search. Search of documents in the Ukrainian and Russian languages. Methods of search results analysis in Alta Vista. WebCrawler server, peculiarities of search service.

Popular search server Google ([www.google.com](http://www.google.com); [www.google.com.ua](http://www.google.com.ua); [www.google.ru](http://www.google.ru)) - simple and convenient use.

Russian search engines and catalogues, general characteristics. Popular systems: Yandex (<http://www.cti.ru>), Rambler (<http://www.rambler.ru>), Aport (<http://www.apor.ru/>) and others. Search methods.

**Specialized search engines on scientific and technical topics, STN International (Scientific and Technical Information Network), STN-Easy database server for online access and search in the biggest world databases. Characteristics and search methods, access possibilities.**

### **Topic 5. Web-design, Web 2.0 (Blogs): Basic Notions**

Web-design: basic notions. Notions of website, web page, web graphics.

Mission and goals, defining target audience, defining content, requirements and standards, etiquette (ethics and plagiarism). Website construction. HTML (Eng.: Hyper Text Markup Language). Hypertext. HTML basics (HTML language construction, tags, frames, upplet, script, etc.).

Special web design programs, which allow to: 1) create and edit web pages 2) edit HTML documents received from the Internet, 3) create multimedia presentations and shows.

Characteristics of main methods of web pages (HTML documents) creation:

- 1) using NotePad incorporated into Windows and documents review with the help of any browser.
- 2) Using special HTML editors e.g. Hot Metal Light, Hot Dog Professional, MS Front Page, HTMLPad and others;
- 3) Using Word editor for creation of a document text convertible into HTML-format.

Web 2.0: general characteristics, service options for Internet users. Blogs (virtual diaries): blog significance, evolution, design, configuration; network services that promote blogs, RSS xml-representation, trackbacks, virtual community: connection with other blogs.

Blogs as an important component of library websites.

### **Classroom Sessions Outline:**

#### **Topic 1. World Wide Web: Basic Notions**

##### **Lecture Plan:**

1. Internet as a global network. History of the Internet.
2. World information space characteristics, other computer networks.
3. The Internet structure: switching nodes. Basic notions, definitions, terminology.
4. Data transfer protocol on the Internet, general characteristics and meaning. Main Internet protocol: TCP/IP.
5. The network role and function for progress and development of the modern society.

##### **Questions for Self-Test:**

1. Determine the notion of "Internet as a global network", its components, local and wide area networks.
2. Name a computer network, which is considered the Internet predecessor. What was its main purpose?
3. Determine the Internet structure, main definitions and notions, composition of technical and program tools.
4. Characterize data transfer protocol on the Internet, main Internet protocol: TCP/IP (functions of its two parts).
5. Define the network role and function for progress and development of the modern society.

##### **Points for Discussion:**

1. Does «world information space» encompass the international Internet network, other computer

- networks or both the Internet and other computer networks? Provide argumentation.
2. Do Internet users need the same network skills as modern librarians? Provide argumentation.
3. In which aspect are the Internet skills a top priority for librarians - network users: from the technical and technological viewpoint or from the viewpoint of effective customer service?

#### **Questions for Individual Work:**

1. Consolidate knowledge obtained during lectures on utilizing the Internet.
2. Familiarize yourself with the basic notions of technical network maintenance: local networks, hosts, communication servers - basic definitions, notions; composition of technical and program tools.
3. Determine main data transfer protocols on the Internet, general characteristics and meaning. Learn the structure of the Internet TCP/IP protocol stack.
4. Characterize the global network role and function for progress and development of the modern society.

#### **Questions for Interview:**

1. Provide definitions and differences of notions "Internet as a global network"; local and wide area networks.
2. Name the preconditions and main development stages of the global network Internet.
3. Does world information space include the Internet only? Or other network as well?
4. What is the structure of the Internet? Is there a single controlling body of the Internet?
5. What is the composition of the Internet technical and program tools?
6. Define «data transfer protocol» on the Internet.
7. Explain the significance of data transfer protocols for the Internet functioning.
8. Characterize the meaning and functions of the main Internet protocol: TCP/IP (its two parts).
9. Define the network role and function for progress and development of the modern society.
10. What is the meaning of the Internet for Ukrainian libraries?

#### **Literature:**

List consisting of 9 items.

### **Topic 2. Basics of Internet Navigation, Web Browsers**

#### **Lecture Plan:**

1. Navigation basics. Internet browsers (navigator programs).
2. Areas (components) of a dialogue window, their functions.
3. Microsoft Internet Explorer browser, main menu points.
4. Other browsers and their menu points (Mozilla Firebox) (sic).

#### **Questions for Self-Test:**

1. Provide general characteristics of the Internet browsers. Give definition of "Internet navigation basics".
2. Define the main elements of a browser dialogue window (using the Microsoft Internet Explorer example).
3. Define main functions, main menu points of a browser (using the Microsoft Internet Explorer example).
4. Characterize the procedure of saving text and graphic web-documents.
5. Characterize the procedure of forming and systematizing Internet-address bookmarks (links).

#### **In-class Workshop Plan:**

1. Starting a browser and entering a Windows system.



2. Browser structure and main control panel functions. Microsoft Internet Explorer browser, main menu points. Operations with several windows.
3. Operations with web-pages: saving, printing, copying, pasting, inserting, text search. The procedure of saving current text and graphic documents.
4. Registration of the used hypertext links, hyperlinks operations. Forming Internet-address bookmarks (links). Bookmarks systematization with the help of menu.
5. Functions of right mouse button.

#### **Questions for Individual Work:**

1. Familiarize yourself with areas (components) of a dialogue window, their functions: display area, menu bar, toolbar, location line, status bar.
2. Start Microsoft Internet Explorer browser, Familiarize yourself with main menu points. Learn the browser components composition (buttons, menu, etc). Find out the purposes of toolbar buttons.
3. Familiarize yourself with the main methods of documents downloading to the browser window. Operations with several windows. Analysis of information in the browser status bar. Additional options of documents downloading while working with a browser. Interrupting data transfer. Repeated page downloading. Prompt operating with the help of the search function. Options of downloaded documents printing.
4. Operations with web-pages: saving, printing, copying, pasting, inserting, text search. Learn the procedure of saving current text and graphic browser documents in different formats.

#### **Questions for Interview:**

1. Which application programs packages for browsing are used on the Internet? What are their differences and similarities?
2. What is a browser structure? What are the functions of main control panel?
3. Name the browser main menu points using the example of Microsoft Internet Explorer.
4. Is it possible to work with several windows in a browser? If yes, should their number be limited?
5. What are a user's options of working with web-pages? Which operations can be performed?
6. Is it possible to save current text and graphic documents?
7. Is prompt work with a browser possible with the help of Search function?
8. How can one work with hyperlinks?
9. Is it possible to form and systematize Internet-address bookmarks (links)?
10. What are the context menu functions (right mouse button)?

#### **Literature:**

List consisting of 7 items.

### **Topic 3. Internet Programs (WWW, E-Mail). Communication Services**

#### **Lecture Plan:**

1. Internet programs (or information services, services) as application programs: general characteristics, main work principles.
2. Service program World Wide Web (WWW), its characteristics and purpose.
  - 2.1. Notions of hypertext, hyperlinks, protocols.
  - 2.2. WWW addresses: IP-address, DNS-address (Domain Name System). Notion of URL-address.
3. Service Internet program - E-mail (electronic mail). Electronic mail address and the Internet address system.
4. Communication services (Skype, ICQ), main characteristics, purpose.

#### **Questions for Self-Test:**

1. Provide general characteristics of Internet service application programs.

2. Characterize the purpose of World Wide Web (WWW) service program. Give definitions of hypertext, hyperlinks, hypermedia.
3. Define essence and purpose of HTTP (Hyper Text Transfer Protocol) and HTML (HyperText Markup Language).
4. Define the notion and structure of WWW addresses: IP-addresses, DNS-address (Domain Name System), domain. Structure and rules of creating a URL-address (Uniform Resource Locator) for WWW information resources.
5. Characterize the main purpose of E-mail (electronic mail). Determine the structure of electronic mail address.
6. Characterize the main functions of E-mail program; main commands.
7. Characterize communication service: Skype, ICQ.

### **In-class Workshop Plan:**

#### ***In-class Workshop 1: World Wide Web (WWW) Navigation***

1. WWW addresses. Structure and contents of address system: domain addresses. Structure and contents of creating a URL-address (Uniform Resource Locator), for WWW information resources.
2. WWW – main work rules and functional options.
3. HTTP (Hyper Text Transfer Protocol). HTML (HyperText Markup Language).

#### ***In-class Workshop 2: E-mail (Electronic Mail) Internet Program***

1. E-mail: main program functions.
2. Electronic mail address and the Internet address system. Mail address structure.
3. Main mail program commands, mail system settings, sending and receiving messages. Other commands.
4. Developing skills of using an electronic mailbox.

### **Questions for Individual Work:**

1. Developing skills of work with World Wide Web (WWW) program, terminology, technology, usage.
2. Develop user skills of work with E-mail (electronic mail). Register on one of the independent Internet web-sites (freemail.ukr.net, www.mail.ru, mail.yahoo.com, www.hotmail.com or others). Send a message to the course teacher from the created mailbox, receive a reply.
3. Learn to use communication services (Skype, ICQ). Install ICQ or Skype, find your colleague using a number or login and send him/her a message.

### **Questions for Interview:**

1. Which service Internet application programs are the most popular among users?
2. What is the main purpose of the Internet service programs?
3. What are the differences of World Wide Web (WWW) service program from other similar programs?
4. Give definitions of hypertext, hyperlinks, hypermedia.
5. Define the purpose of HTTP (Hyper Text Transfer Protocol).
6. Define the purpose of HTML (HyperText Markup Language).
7. Explain the notion of WWW addresses system: IP-addresses, DNS-address (Domain Name System), domain.
8. Explain the structure and contents of creating a URL-address (Uniform Resource Locator), for WWW information resource.
9. Characterize main purpose and functions of E-mail (electronic mail). Determine the structure of E-mail address.
10. Characterize communication services (Skype, ICQ), main functions, purpose.

### **Literature:**

List consisting of 11 items.

#### **Topic 4. Internet Search Methods, Internet Search Engines**

##### **Lecture Plan:**

1. Information search on the Internet: methods, technology and strategy.
2. Basic rules and recommendations. Basic methods of search creation: contents and formal aspects.
3. Universal information search methods on the Internet: systems, catalogues, mechanisms. Foreign and Ukrainian Internet search systems: general characteristics.
4. Specialized search systems (STN International). Characteristics and search methods, access possibilities.

##### **Questions for Self-Test:**

1. Define the basics of information search on the Internet, technology and strategy. Characterize main rules and recommendations.
2. Characterize universal information search methods on the Internet (systems, catalogues, mechanisms).
3. Characterize American search engines: Yahoo, Alta Vista, InfoSeek, Excite, Lycos and others.
4. Characterize Russian search engines and catalogues, their search methods.
5. Characterize Ukrainian search engines and catalogues, their search methods.
6. Characterize Specialized search engines (STN International), their search methods and access possibilities.

##### **In-class Workshop Plan:**

***In-class Workshop 1: Internet information search, performing advanced search with the purpose of an analytical report preparation.***

1. Analysis of advanced information search possibilities on Ukrainian and foreign servers. Main rules and recommendations regarding advanced Internet information search.
2. Prepare an *analytical report* regarding one of the winners of All-Ukrainian program "Person of the Year" according to the nominations indicated by the course teacher and regarding one of the ministers of Ukraine.
3. The report should be saved in a text file and consist of:
  - personal photograph;
  - text of the main public and political work highlights (at least 5 pages);
  - a list of search engines and URL Web-pages used during *the work on the report*.

***In-class Workshop 2: Internet information search, methods of performing advanced search regarding a public figure***

1. Analysis of advanced information search possibilities on Ukrainian and foreign servers. Main rules and recommendations regarding advanced Internet information search.
2. Based on the research results write a paper on artistic career or an important career highlight of one of the famous artists, photographers or designers.
3. The report should be saved in a text file, which has the following structure:
  - text (paper) on artistic career or an important career highlight;
  - photographs of paintings (works of art) mentioned in the paper (10-15 works or URL);
  - a list of search engines and URL web-pages, which were used in the course of the work.

***In-class Workshop 3: Internet information search, methods of performing subject search with the purpose of creating virtual tour guide***

1. Find annotated useful hyperlinks with culture, art and tourism information by means of search engines and other informational Internet resources:
  - Culture Studies and Ethic Culture Studies;

- Museum Studies;
- Tourism Management;
- Social Pedagogy;
- Music: folk music, popular music;
- Choreography (modern, folk. ballroom);
- TV Art (television);
- Theater Art: directing, drama theater, acting techniques;
- information centers (state-funded and commercial);
- archives;
- libraries (Ukrainian);
- book publishing (Ukrainian);
- book selling institutions (Ukrainian).

2. Save the collected materials in a Word text format with hyperlinks (at least 10). Provide a corresponding server name and a short server reference information prepared independently next to every hyperlink. The main requirement is to address main sections of the assignment topic and the web-site contents.

3. Provide a list of search engines and URL web-sites used in the course of the work.

### **Questions for Individual Work:**

1. Learn the basics of Internet information search: technology and strategy; main rules and recommendations. Acquire skills of working with information search methods (systems, catalogues, mechanisms, etc.). (see Appendix 7).
2. Be able to perform different kinds of search: simple and advanced search, subject, bibliographic and factual search etc.
3. Perform search assignment 1 "Business Information Search on the Internet" (see Appendix 8).
4. Perform search assignment 2 "Internet as a Reference Tool" (see Appendix 9).
5. Perform search assignment 3 "Bibliographic and Factual Information Search on the Russian- and Ukrainian-language Library Web-sites" (see Appendix 10).

### **Questions for Interview:**

1. Define the basics of Internet information search: technology and strategy.
2. Characterize main rules and recommendations.
3. Are there fundamental differences between the Internet information search engines and information search engines of local computers?
4. Characterize universal information search methods on the Internet (systems, catalogues, mechanisms).
5. Does a search based on one keyword yield the same results in all of the search engines or not?
6. Characterize American search engines: Google, Yahoo, Alta Vista, InfoSeek, Excite etc. Which one is considered the most popular?
7. Characterize Russian search engines and catalogues, their search methods. Which one is considered the most popular?
8. Characterize Ukrainian search engines and catalogues, their search methods. Which one is considered the most popular?
9. Explain the differences between simple and advanced search. What is the meaning of logical operators and special operators?
10. What are specialized search engines (STN International)? What are their search methods?

### **Literature:**

List consisting of 8 items.

## **Topic 5. Web-design, Web 2.0 (Blogs): Basic Notions.**

### **Lecture Plan**

1. Web-design: basic notions. notions of website, web page, web graphics.

2. Mission and goals, defining target audience, defining content, requirements and standards, etiquette (ethics and plagiarism).
3. HTML (Eng.: Hyper Text Markup Language). Hypertext.
4. Special web design programs: characteristics, multimedia.
5. Web pages creation (HTML documents).
6. Web 2.0: general characteristics, service options for Internet users.
7. Blogs (virtual diaries): blog significance, evolution, design, configuration; network services that promote blogs, RSS xml-representation, trackbacks, virtual community: connection with other blogs.
8. Blogs as an important component of library websites.

#### **Questions for Self-Test:**

1. Characterize web design notions.
2. Define website, web page, web graphics.
3. Argumentation for website construction.
4. Define HTML, hypertext, hypertext links, tags, frames etc.
5. Define special web design programs: characteristics, multimedia.
6. Characterize main methods of webpage creation.
7. Characterize Web 2.0.
8. Characterize blogs as virtual diaries.

#### **Questions for Individual Work**

1. Learn main Web-Design notions (see Appendix 11).
2. Master webpage creation methods: 1) using NotePad incorporated into Windows 2) Using special HTML editors e.g. Hot Metal Light, Hot Dog Professional, MS Front Page, HTMLPad and others 3) Using Word editor for creation of a text document convertible into HTML-format.
3. Create your own website (Appendix 7 Module 2).
4. Learn Web 2.0 program basics (see Appendix 11 Module 1).
5. Acquire blogging skills.
6. Learn about the significance of blogs for library websites.

#### **Questions for Interview:**

1. Characterize web-design notions.
2. Characterize website, web page, web graphics.
3. Characterize requirements for website construction components: mission, target audience, content, ethics.
4. Characterize requirements for website construction.
5. Characterize HTML, hypertext, hypertext links, tags, frames etc.
6. Characterize special web design programs, which allow to create and edit web pages
7. Characterize special web design programs, which allow to edit HTML documents received from the Internet.
8. Characterize special web design programs, which allow to create multimedia presentations and shows.
9. Characterize main methods of web pages (HTML documents) creation.
10. Characterize Web 2.0.
11. Characterize blogs (virtual diaries) and their significance for libraries.

#### **Literature**

List consisting of 15 items.

### **FINAL TEST ASSIGNMENTS**

#### **SECTION 2. MODULE 1.**

1. Global network space includes many other computer networks apart from the Internet, which are interrelated and provide mutual information exchange by different methods (continue the sentence):
  - 1) have the same technology and reflect one network architecture;
  - 2) have the same technology and reflect a great variety of world network architecture;
  - 3) have a different technology and reflect a great variety of world network architecture;**
  - 4) have a different technology and reflect one world network architecture.
  
2. ARPANet computer network is considered the Internet predecessor. The purpose of ARPANet creation was (indicate 2 correct answers):
 

:

  - A) unite local networks of the U.S. Ministry of Education;
  - B) unite research organizations of the U.S. military defense industry dispersed in all of the states;**
  - C) provide a free access to the computer network resources;
  - D) create reliable communication channels in the network.**
  
3. The solution to the problem of unlimited communication between different systems on the Internet was found by using the same \_\_\_\_\_ by all of the computers participating in data transfer:
  1. data exchange format
  2. standard
  - 3. data transfer protocol**
  4. router
  
4. The main Internet protocol is (select 1 correct answer):
  1. Internet-protocol (IP)
  2. DNS
  3. URL
  - 4. TCP/IP**
  5. TCP-protocol
  
5. DNS-address includes:
  1. digits expressed by means of binary system, divided into blocks by dots
  2. IP-address syntax
  - 3. letters divided into separate information blocks by dots**
  
6. The last position of DNS-address is occupied by the highest (first) level domain indicating (choose 2 correct answers):
  1. computer name in the network
  - 2. organization type**
  3. local network
  4. local computer
  - 5. country code**
  
7. The most famous browsers are (selective 2) —
  1. E-Mail
  2. FTP
  3. Netscape Navigator
  4. Mosaic
  - 5. Microsoft Explorer**
  - 6. Mozilla Firefox**

8. The Internet-address directing to the searched server is also called:
1. HTML
  2. WAN
  3. LAN
  4. **URL**
9. The main Internet services (service programs) are (4 correct answers):
1. **FTP**
  2. HTML
  3. **E-mail.**
  4. LAN
  5. **WWW (World Wide Web),**
  6. **Telnet,**
  7. WAN
10. One of the most powerful Internet service program granting free access to multimedia files (images, audio and video files) is:
1. Telnet
  2. FTP
  3. Gopher
  4. **WWW**
  5. E-Mail
11. The name of special WWW data transfer protocol is:
1. URL
  2. HTML
  3. **HTTP**
  4. WAN
  5. LAN
12. Every Internet mail address consists of two parts divided by\_\_\_\_\_ sign:
1. &
  2. \$
  3. #
  4. **@**
  5. \*
13. The special programming language used for Web-documents is:
1. URL
  2. **HTML**
  3. DNS
  4. HTTP
  5. E-Mail
14. Information search on the Internet (without search engines use) can be performed knowing \_\_\_\_\_ only ( select 1 variant):
- A) one word;  
**B) URL-address;**  
C) one sentence;  
D) E-Mail-address.
15. Main rules of information search on the Internet recommend to use \_\_\_\_\_ in information search formulation:
- A) synonyms;**  
B) antonyms;  
C) homonyms.

16. Main rules of information search on the Internet recommend separating phrases and word combinations with \_\_\_\_\_ with the purpose of obtaining a quick response:

- A) periods;
- B) quotation marks**
- C) hyphen;
- D) colon.

17. Select 1 example of “metasearch” server out of the Internet search engines:

- 1. AltaVista
- 2. Yahoo
- 3. InfoSeek
- 4. Lycos
- 5. Excite
- 6. WebCrawler**
- 7. Google

18. Select 1 “typical” example of catalogue out of the Internet search engines:

- 1. AltaVista
- 2. Yahoo**
- 3. InfoSeek
- 4. Lycos
- 5. Excite

19. Select two popular Ukrainian search engines among the Internet search tools:

- |                              |                |
|------------------------------|----------------|
| 1. AltaVista                 | 6. Aport       |
| <b>2. Український портал</b> | 7. Yandex      |
| 3. Rambler                   | 8. Excite      |
| <b>4. Meta</b>               | 9. El.visti    |
| 5. Lycos                     | 10. WebCrawler |

20. If one needs to promptly and quickly find the most complete information on the Ukrainian diaspora in the American Internet sector one should select:

- |              |                  |
|--------------|------------------|
| 1. AltaVista | 6. Aport         |
| 2. Yahoo     | 7. Yandex        |
| 3. Rambler   | 8. Excite        |
| 4. InfoSeek  | 9. WebCrawler    |
| 5. Lycos     | <b>10. Brama</b> |

21. Select 2 popular Russian language search engines out of the Internet search tools:

- |                   |                  |
|-------------------|------------------|
| 1. AltaVista      | 6. Aport         |
| 2. Yahoo          | <b>7. Yandex</b> |
| <b>3. Rambler</b> | 8. Excite        |
| 4. InfoSeek       | 9. WebCrawler    |
| 5. Lycos          | 10. Meta         |

22. Which Internet services grant access to the users of the Ukrainian and Russian language library Web-sites?

- 1. Telnet
- 2. FTP
- 3. E-Mail
- 4. WWW**
- 5. Gopher



23. Which Internet communication program allows users to communicate via Internet with multiple users simultaneously, inviting them to chat (with the help of microphone, web camera and headset).

- 1.QIP
- 2. Skype**
- 3.E-mail

24. Website construction is possible with the help of 2 main tools:

1. graphical editor.
- 2. NotePad and Word**
3. databases
4. table processors
- 5. HTML documents editors**

25. Special web design programs allow to (choose 1 answer):

1. create and edit web page
- 2 .edit HTML
- 3. configure email settings**
4. create multimedia presentations
5. create demonstration projects.
6. insert images and multimedia files to HTML documents.

### Recommended Literature List

List consisting of 66 items.

## APPENDICES. HANDOUTS

### Section 1. Topic 1.

#### Assignment 1 for Individual Work

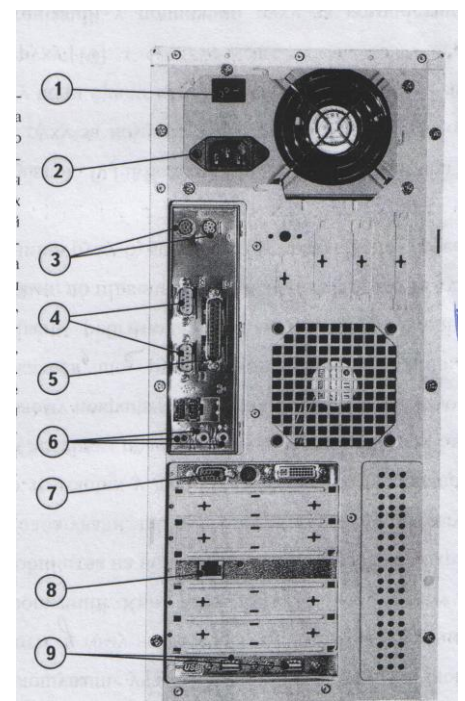
#### Appendix 1.

#### Topic : Computer as Information System

*In accordance with safety regulations devices should only be connected when a computer is not plugged into a power outlet. All of the plug connections should be easily insertable into corresponding outlets, thereby difficulties faced in an attempt to connect devices may signify incorrect operations.*

#### In order to connect a computer one should:

Connect a monitor display to a system block: a monitor plug connection has a keystone shape and is located on a video card bar (1). The plug connection of monitor cord has two screw nails, which should be used in order to fix the connection.



2. Connect devices (obligatory ones are a keyboard and a mouse) to the outlets located on a motherboard. The objects located here are:
  - 1 Outlets for the keyboard and mouse connections. They are the same, but have a different color marking – violet for the keyboard and green for the mouse (2);
  - 2 Universal USB-connections (3). They are used for devices, whose functioning is arranged automatically using *Plug and Play* method. These devices are plugged in without computer resetting. The majority of modern printers and scanners have USB-interface connections. 127 different devices can be connected to such a port, in particular, pocket PCs, mobile telephones, flash-drives, speakers, joysticks, tape recorders, keyboards, USB-modems, mice, TV-tuners, etc. Additional USB-connections can be located on a separate bar or on the computer front;
  - 3 Audio connections of integrated audio card typically also have color marking: green for a headset or speakers (4), pink — for microphone, blue – line input for external audio devices (musical instruments, sound connection of TV-tuner board etc.). However, if a computer has a separate audio card, the audio system should be connected to it.
  3. Modem connection to the Internet with the help of a special cord that usually comes with the modem. The modem is connected to the telephone line.
  4. Connect a power cord to the power source outlet (5). If there is a switcher next to the power cord connection place it in “On” position.
- Having connected all of the main computer elements to the system block plug it in the power supply (6).

## Section 1. Topic 1.

## Appendix 1a.

### *Assignments for Initial Test<sup>3</sup>* *Assignment 1 for Individual Work*

#### **Topic: Computer as Information System** **Assignment:**

Name computer devices in the picture and define their purpose. Name obligatory PC package devices. Provide argumentation. Fill out the table.

---

<sup>3</sup> Participants will be offered Section 2 training after successful completion of tasks 1-2 of Initial Test and passing Final Test on Section 1.



No	Device Name	Is it necessary
1.		
2.	Monitor Display	yes
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

## Assignment 1 for Individual Work

**Topic: Operating System Windows XP: Main Objects and Operations**

**Assignment:** Set desktop background, define the meaning of the main dialogue window buttons, create shortcuts to system folders My documents, My computer and Internet Explorer program on the desktop.

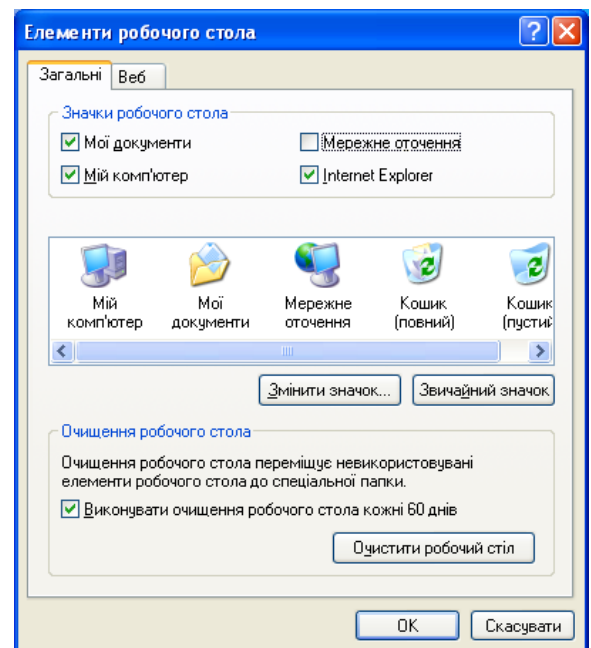
**Operations performed**

1. Right mouse click on free desktop space. Choose Properties option in the context menu.
2. Go to Desktop option.
3. Choose *Windows XP* background image in the background images list of the Desktop option.
4. Define the purpose of control buttons *OK*, *Delete*, *Apply* in the table:

Button	Does the dialogue window close after pushing the button?	Do changes happen after pushing the button?
<i>Apply</i>		
<i>OK</i>		
<i>Delete</i>		

In order to continue exploring every next button options select the following image on the list. If a dialogue window closes after pushing some buttons open it again.

5. Push Desktop Settings button of the desktop options. An additional dialogue window Desktop Elements will open (see picture).
6. Activate My documents, My computer and *Internet Explorer* options in Desktop icons section and push *OK* button.



## Task 2 of Initial Test

### Topic: Operating System Windows XP: Main Objects and Operations

#### Assignments:

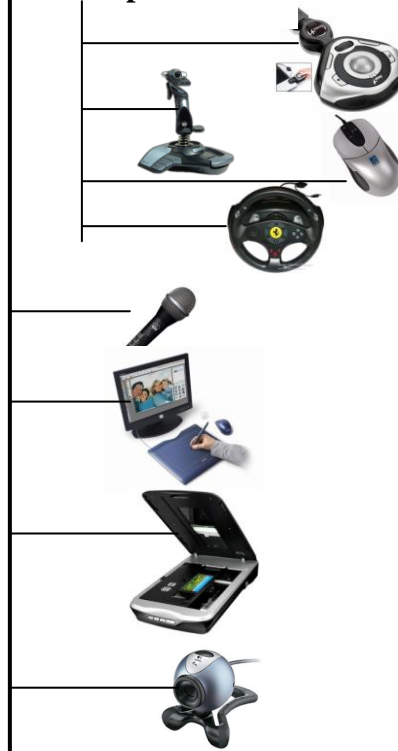
1. Name external computer devices in the picture.
2. Create a folder tree containing names of the devices in the picture in My documents system folder.
3. Find determined images and copy them to corresponding folders by means of operating system.
4. Find mistakes in the printer search organization in file Search.txt and correct them by means of Notepad program.

#### External memory devices



#### Data input devices

##### Manipulators



#### Data output devices

##### Multimedia devices



## Section 1. Topic 2

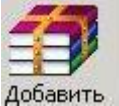



### Appendix 3.

#### Assignment 2 for Individual Work

### Topic: Operating System Windows XP. Organization of Computer Security and Information Protection

**Task:**

Investigate main function of WinRar.

Operation	Button	Description	Instruction
Creating archive	 Добавить		
Respond	 Просмотр		
Transfer	 Информация		
Address	 Тест		

Compare WinZip and WinRar archivers.

Date type	Archiver program	
	WinZip	WinRar

**Conclusions:** \_\_\_\_\_

---



---

## Section 1. Topic 2: Operating System Windows XP.

## Outline Template

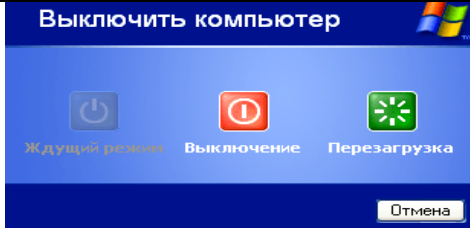
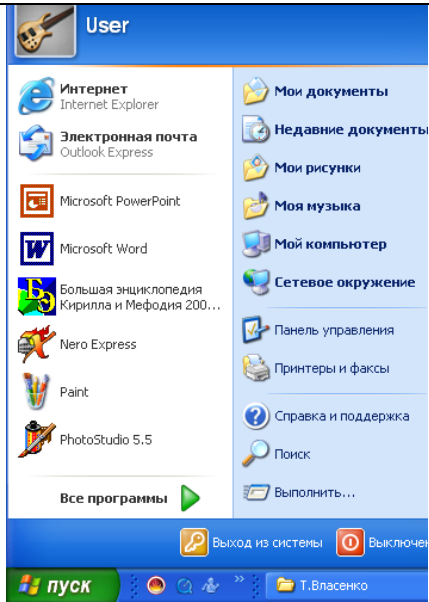
## Introduction to Windows

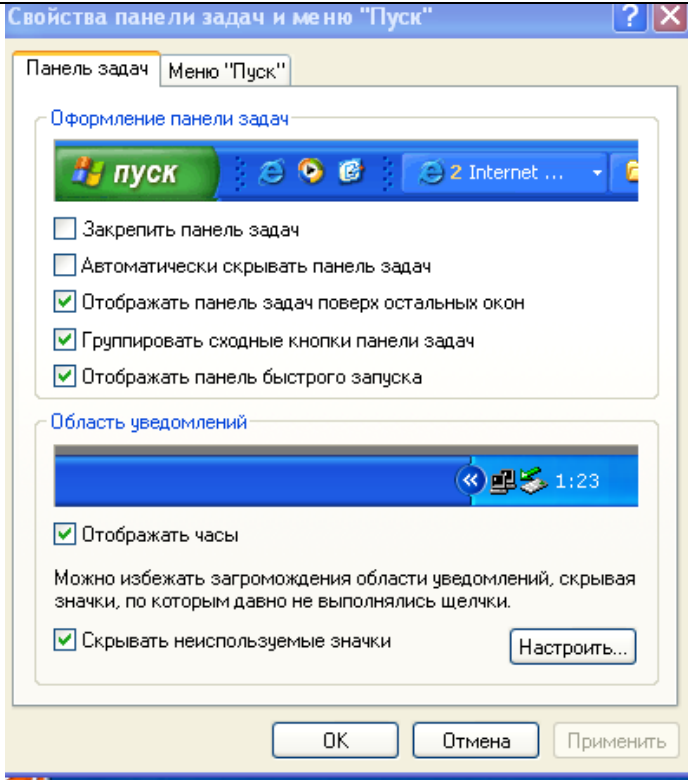
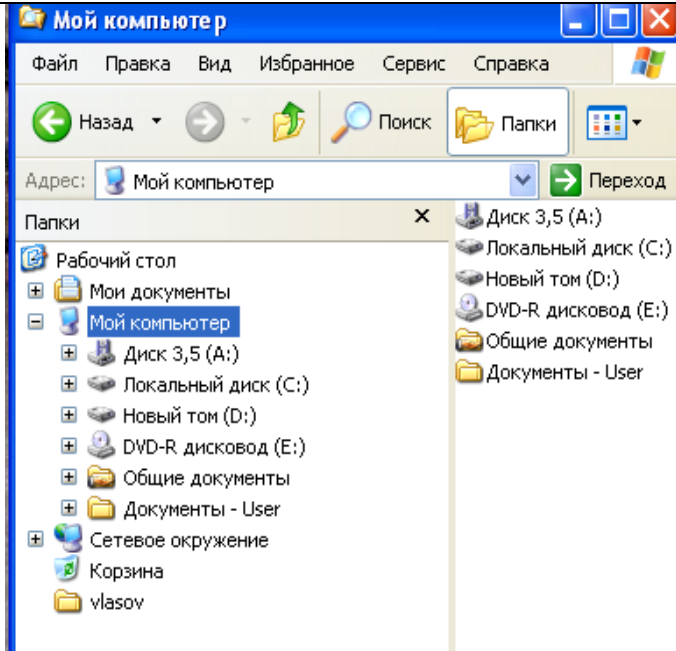
- Indication bar
- Tool bar
- Add-on buttons
- System folders
- START button
- Shortcuts
- Logoff Dialogue window
- Context menu of MY COMPUTE
- Desktop Context menu
- Windows main menu
- Objects search
- Windows help
- Task bar and main menu settings

## Windows Operations

- 16. Address line
- 17. Working area
- 18. System menu logo
- 19. Window title
- 20. Window managing buttons
- 21. Toolbar buttons
- 22. Menu line
- 23. "More" icon
- 24. Scrolling bar

***Explain names and functions of those objects or options on the list, which are not described***

№	Screen copy	Element name
		
		

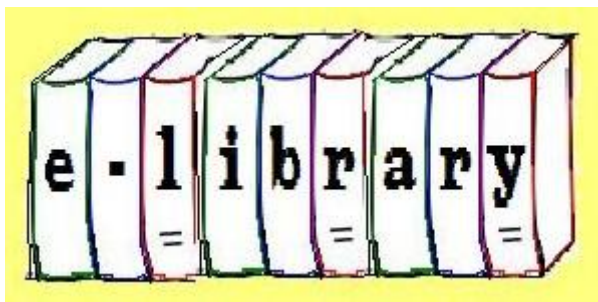
		
		



Section 1. Topic 2: Operating System Windows XP.

*Images Templates to be processed by  
Paint program*

1.



2.



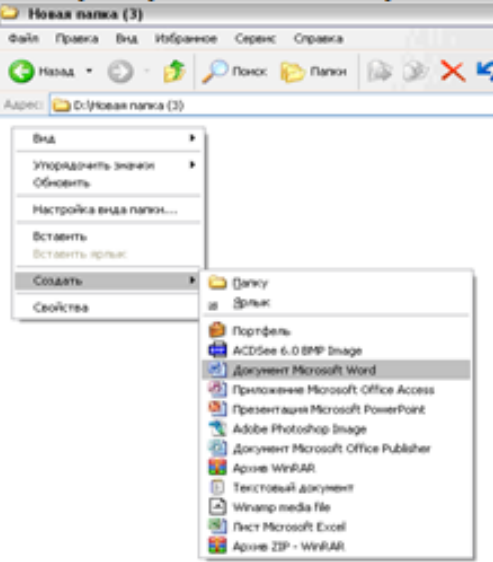
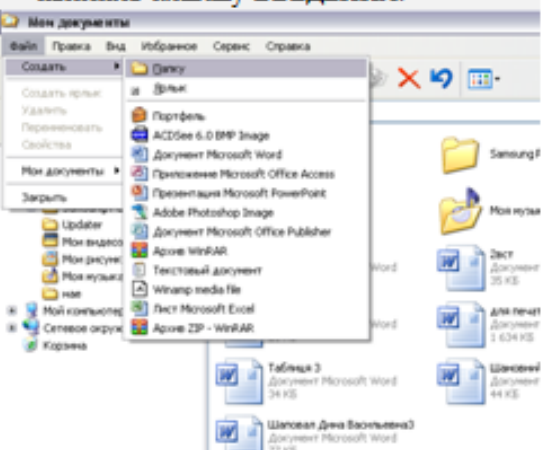
3.



4.



## Section 1. Topic 2: Operating System Windows XP

Порівняльна таблиця проведення операцій з об'єктами ОС засобами «Мій комп'ютер» та «Провідник»			
Створення			
1. «Мій комп'ютер»	<p>Заходимо в «Мій комп'ютер», на певний локальний диск. З контекстного меню вибираємо операцію «Створити»</p> <p>➤ «нову папку», або ж певний документ</p> 		
2. «Провідник»	<p>1. У контекстному меню для файлів і папок натисніть посилання <b>Створити нову папку</b>. На екрані з'явиться нова папка з виділеним ім'ям: <b>Нова папка</b>.</p> <p>2. Введіть ім'я для нової папки і натисніть клавішу <b>ВВЕДЕННЯ</b>.</p> 		
3. Коментарі	Нічим не відрізняється. Використовують за вподобаннями.	3.	

Microsoft® Windows SteadyState. <http://www.microsoft.ua/education/partnersinlearning>

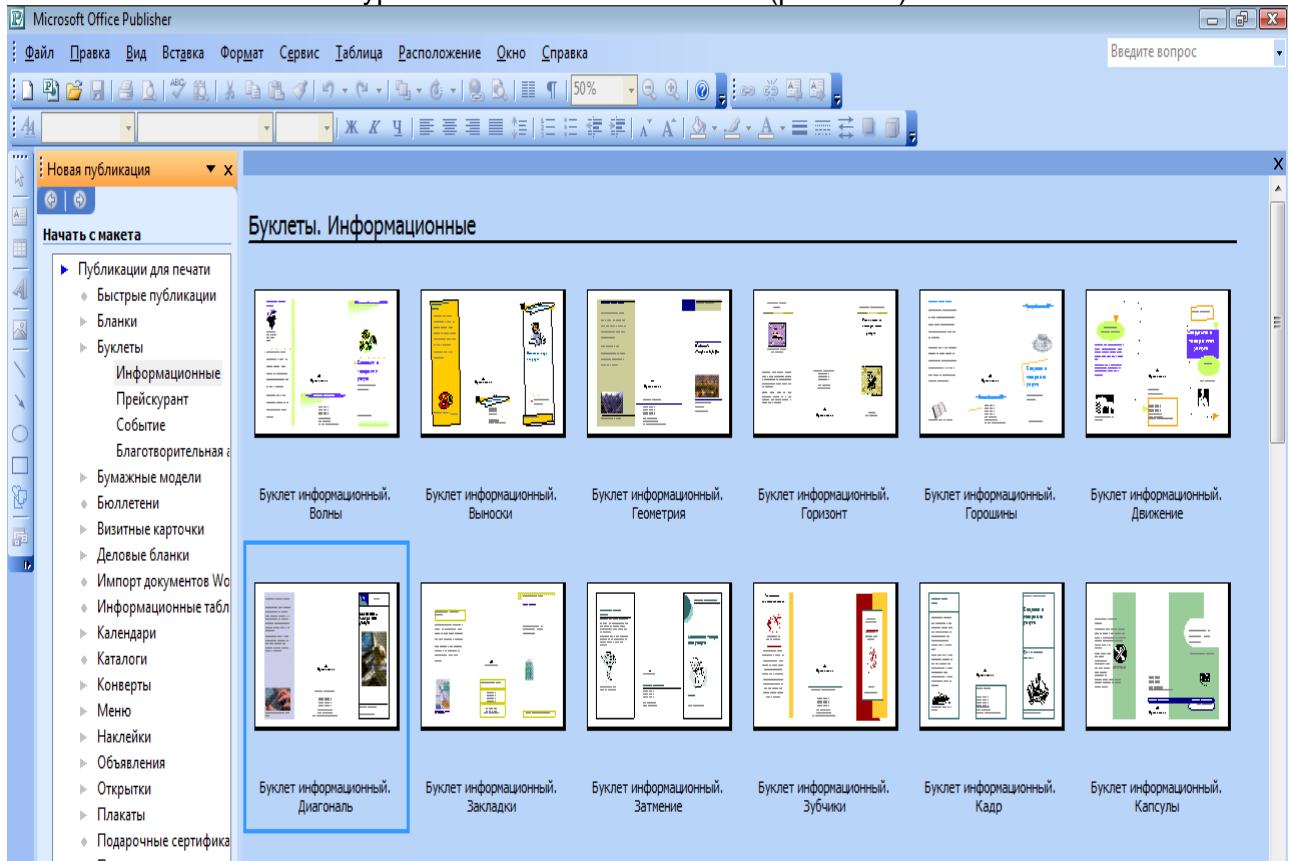
## Assignment 2 for Individual Work

### Topic: Office Software

**Task:** Familiarize yourself with Microsoft Office Publisher program

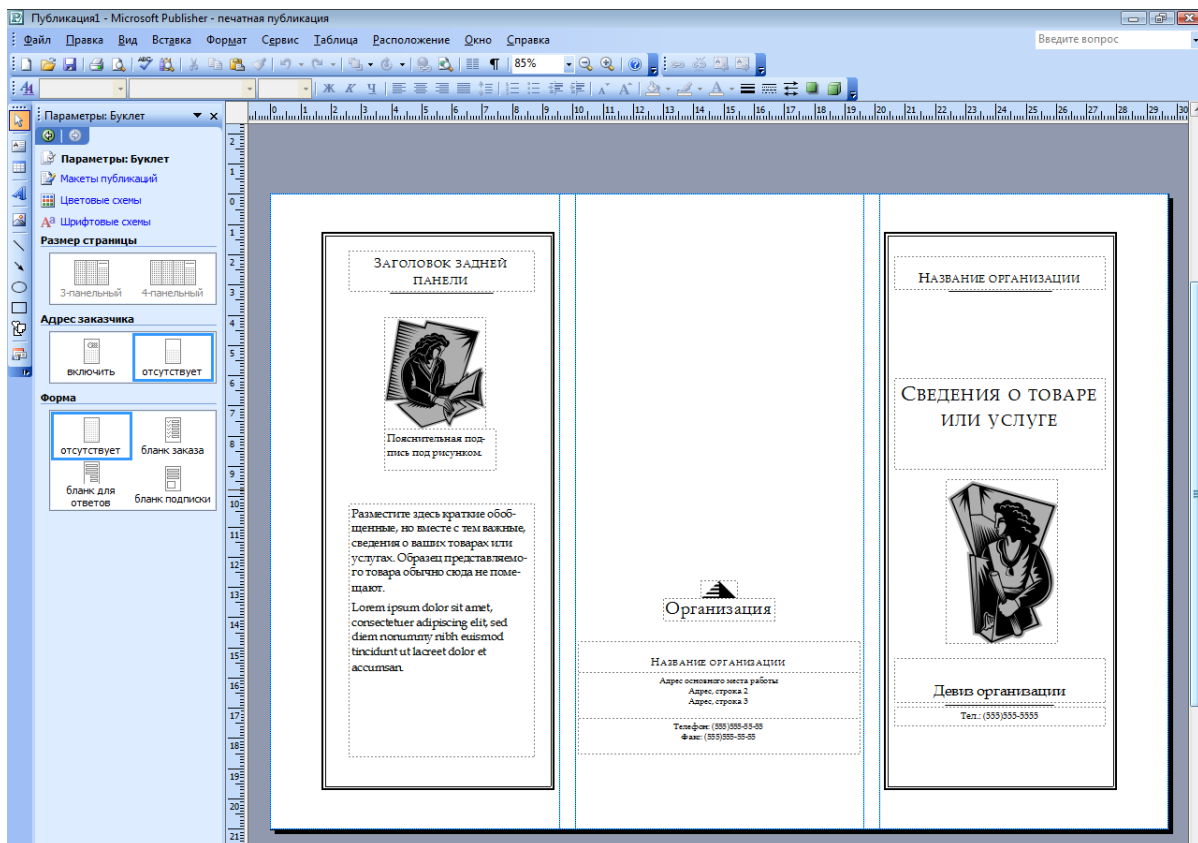
**Procedure:**

1. Download MS Publisher (Microsoft Office package).
2. Choose Publication types / Informational Brochures (picture. 1).

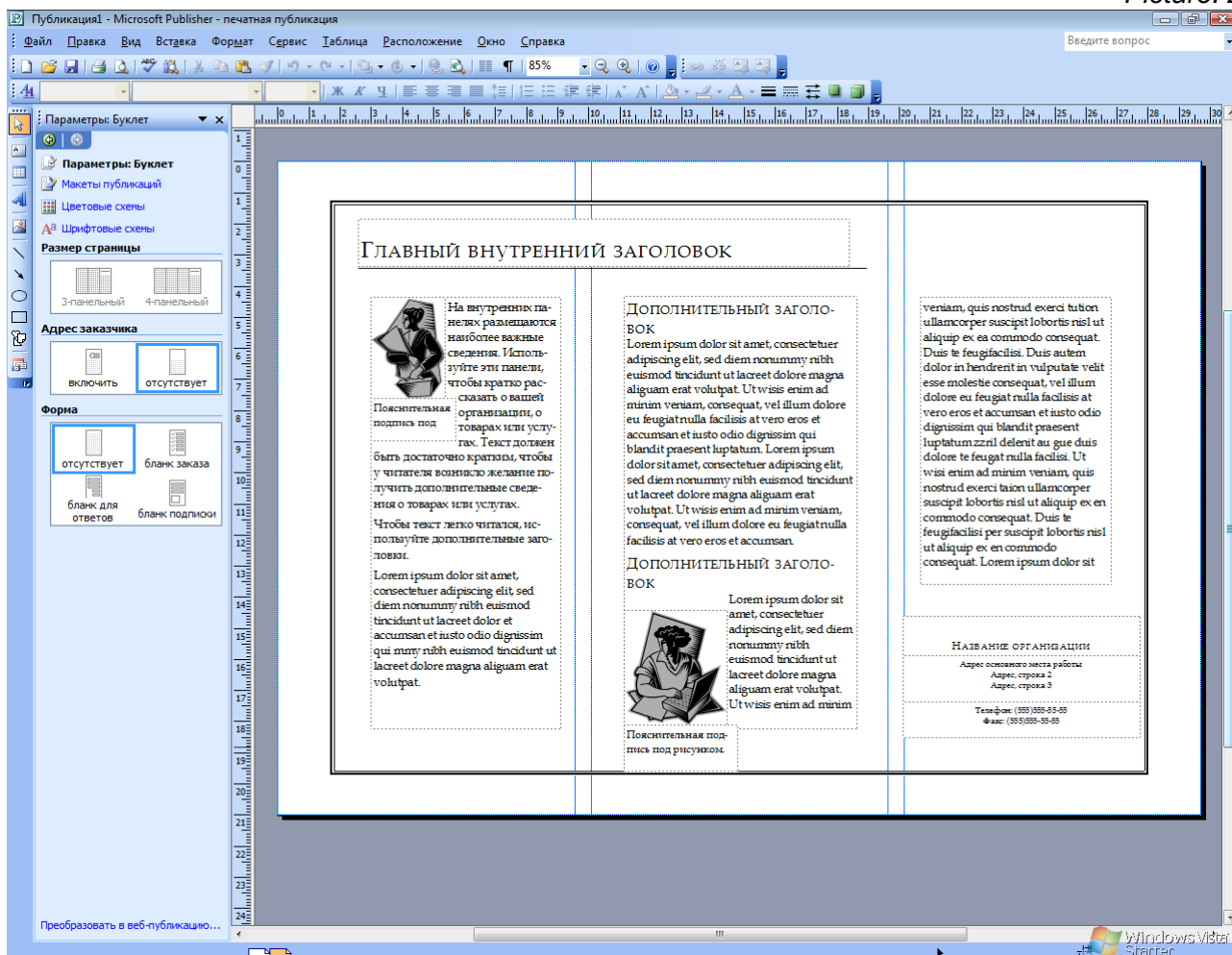


Picture. 1

3. Choose the most appropriate one (pic. 2, 3).
4. Create a brochure.
5. Print out the brochure.



Picture. 2



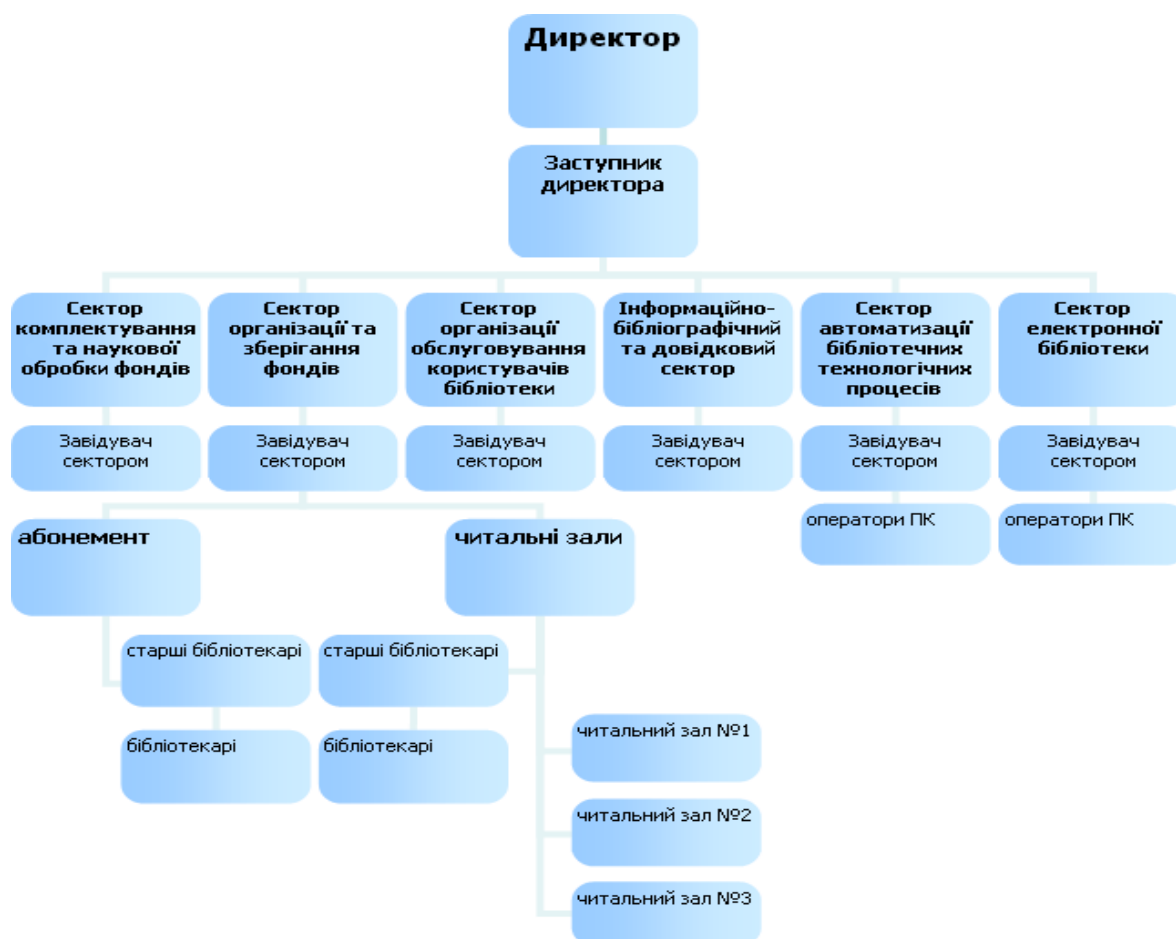
Picture. 3

## Section 1. Topic 3: Office software. MS Word

## Organization chart samples



1.



## Section 1. Topic 4: Data formats and Their Conversion

### Scanned document

SteadyState

Microsoft

### Робота з Windows SteadyState

Після запуску Windows SteadyState відкривається основне вікно програми (рис. 3), що складається з двох частин: Глобальные параметры компьютера (Глобальні параметри комп'ютера) та Параметры пользователей (Параметри користувачів).

- У розділі Глобальные параметры компьютера (Глобальні параметри комп'ютера) задають параметри, які є спільними для всіх користувачів. Зокрема, йдеться про параметри захисту особистих даних, безпеки та загальні параметри комп'ютера.
- Розділ Параметры пользователей (Параметри користувачів) призначено для керування обліковими записами та профілями користувачів, блокування програм для певних користувачів, блокування та розблокування облікових записів, встановлення паролів, вибору зображень для облікових записів та визначення часу роботи в системі для облікового запису.



Рис. 3. Основное окно Windows SteadyState



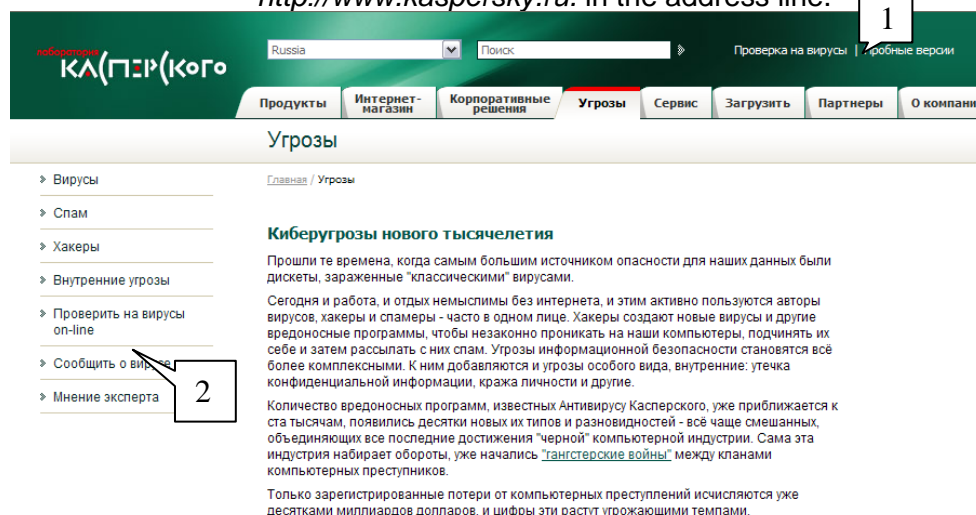
## Section 1. Topic 5. Organization of Computer Security and Information Protection

## Topic: Information Security in the Network

## Assignment 1): scan files for virus alerts with the help of an anti-virus online program

Directions for individual work

1. Open *Internet Explorer* browser and type <http://www.kaspersky.ru> in the address line.



Picture 1

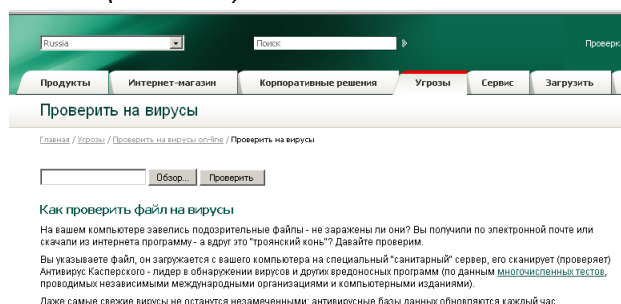
In order to scan files for virus alerts online one can click on Virus Scan icon (1) in the right-hand upper page corner or go Threats icon and choose Virus scan online option (2) in the left-hand part of the page (Picture 1).

2. Start virus scan of files by clicking on *Kaspersky File Scanner* button (Picture 2).



Picture 2

3. Indicate the file, which needs to be scanned with the help of View button: *Patch\_UA.exe*, saved in Operating system/ Keyboard training simulator folder on a CD. Push Scan button (Picture 3).



Picture 3

4. If the scanner detects a virus you can select one of the following options by clicking on a corresponding button: Clean file (if this operation is possible the button will be red) Change name (VIR extension will be added to the file name), Delete file (the infected file will be deleted together with the virus), Stop scan (scanner work will be stopped). If there no viruses are detected in the file a corresponding notification will appear. The scan results will be displayed on the screen at the end of the operation.
5. Close all of the opened windows.



**Search in the Ukrainian Internet Segment. Catalogues and Search Engines**

<http://meta.ua/>  
<http://www.google.com.ua/>  
<http://www.bigmir.net>  
<http://www.uaportal.com/>  
<http://www.uaport.net/>  
<http://www.ukrop.com/>  
<http://www.internetri.net/>  
<http://www.webber.net.ua/>

**Search about Ukraine (in the English language)**

<http://www.brama.com/>  
<http://www.uazone.net/>

**Assignment 1 for Individual Work**

**Topic: Business Information Search on the Internet <sup>4</sup>**

*(Questions are provided in both the Ukrainian and English languages, because the answers are supposed to be found on the English language search servers)*

**Search Questions:**

1. Торгова виставка за назвою "ON DEMAND Digital Printing and Publishing Strategy" проходила в Javits Convention Center у Нью-Йорку.  
У які дні проводилася ця виставка? - What are the dates of this marketing trade show?  
Скільки відвідувачів було на ній? - How many exhibitors will be there?
2. Яким був курс обміну валют між індійською рупією і російським рублем у 2007 р.? - On 2007, what the exchange rate between the Indian Rupee and the Russian Rouble (Use the Interbank rate)?
3. Використовуючи Web-сайт Yahoo Business News, знайдіть імена трьох коментаторів, що ведуть онлайнові колонки про нерухоме майно. Хто з них пише про Сан-Франциско? - Using the Yahoo Business News site, find names of 3 columnists who write on-line columns on the subject of real estate. Which one covers the San Francisco area?
4. Знайти 2 публікації (у журналах або газетах) для консультантів по нерухомості. - What are 2 publications (magazines or newsletters only) for consultants on real estate.
5. Який символ акції корпорації Microcide Pharmaceuticals, Inc. ? - What is the stock symbol for Microcide Pharmaceuticals, Inc. ?
6. Який номер телефону китайського ресторану Chi Time Chinese Restaurant у Лебанон, шт. Міссурі? - What's the phone number for the Chi Time Chinese Restaurant in Lebanon, Missouri?
7. Порівняти приблизні роки життя людей у Домініканській Республіці і Гаїті (дві держави, розташовані на однім острові). - Compare the life expectancy between the people of Dominican Republic and Haiti (2 countries that share the same island).
8. Знайти адресу і номер телефону Green Gold Florist у Толоно, шт. Іллінойс? -What 's the address and phone number for Green Gold Florist in Tolono, Illinois?
9. Використовуючи Web-сайт Smart Business, з'ясувати, які бібліотеки в шт. Алабама є сховищами-бібліотеками патентів і товарних знаків? - Using the Smart Business Site, which libraries in Alabama serve as Patent and Trademark Depository libraries?

---

<sup>4</sup> Based on methodological materials elaborated by American professor Barbara Barnes, Mortenson Center for International Library Program, USA (2000).

## Assignment 2 for Individual Work

Topic: Internet as a Reference Tool <sup>5</sup>

(Questions are provided in both the Ukrainian and English languages, because the answers are supposed to be found on the English language search servers)

The answer to every question should be found using WWW and a URL address should be provided.

## Search Questions:

- 1: 1: Яка дефініція словосполучення “snake oil”? -  
What is the definition of “snake oil”?  
**Відповідь:**  
**URL:**
- 2: У якому штаті США знаходиться місто Pascagoula?  
What state (in U. S.) is Pascagoula in?  
**Відповідь:**  
**URL:**
- 3: Який округ у штаті Іллінойс має саме численне населення?  
Which county in Illinois has the largest population?  
**Відповідь:**  
**URL:**
- 4: Яке повне ім'я Ясера Арафата?  
What is Yasser Afafat's full name?  
**Відповідь:**  
**URL:**
- 5: Коли народився співак Майкл Джексон?  
When was the singer Michael Jackson's birthdate?  
**Відповідь:**  
**URL:**
- 6: Що таке Bill of Rights? Що він проголошує?  
What is the Bill of Rights? What does it say?  
**Відповідь:**  
**URL:**
- 7: Чи одержував Kurt Vonnegut премію Pulitzer Prize за художній твір?  
Has Kurt Vonnegut ever won a Pulitzer Prize for Fiction?  
**Відповідь:**  
**URL:**
- 8: Відповідно до офіційного перепису населення США, як змінилася чисельність населення штату Іллінойс за період із 1990 по 2000 р.?

---

<sup>5</sup> Based on methodological materials on Internet basics for librarians elaborated by American professor Barbara Barnes, Mortenson Center for International Library Program, USA (2000).

*According to the official U. S. census, how much did the population of Illinois change between 1990 and 2000?*

**Відповідь:**

**URL:**

**9:** Де розташований округ Yoknapatawpha?

Where is Yoknapatawpha County?

**Відповідь:**

**URL:**

**10:** Підрахуйте відстань (по автомобільних дорогах) між містами штату Іллінойс у США - Урбаной, Mortinson Center (1408 W Gregory, Urbana, IL 61801) і Чикаго Harold Washington Library Center (400 S. State, Chicago, IL).

Calculate the driving Directions between the Mortinson Center (1408 W Gregory, Urbana, IL 61801) and the Harold Washington Library Center (400 S. State, Chicago, IL).

**Відповідь:**

**URL:**

**11:** Назвіть імена людей, що народилися 12 жовтня 1985 року.

Name someone who was born on October 12, 1985?

**Відповідь:**

**URL:**

**12:** Відповідно до даних ЦРУ, як оцінювалася чисельність населення Туркменістану за станом на липень 2000 року?

According to the CIA, what is the July 2000 estimated population of Turkmenistan?

**Відповідь:**

**URL:**

**13:** Яка опера частіше усіх ставиться на сценах світу?

What is the most-often performed opera in the world?

**Відповідь:**

**URL:**

**14:** Питання присвячується річниці соліста британського квартету Beatles Джона Леннона (9 жовтня).

Яка пісня Beatles вважається самою продаваною?

Here's a question in honor of what would be John Lennon's birthday (October 9th). Which Beatles song sold the most records?

**Відповідь:**

**URL:**

## **Section 2. Topic 4.**

Appendix 10.

### **Assignment 3 for Independent Work**

**Topic: Bibliographic and Factual Information Search on the Russian- and Ukrainian-language Library Web-sites**

*The search results should be saved in a Microsoft Word file (or another text editor) and the answers should have the following structure:*

- question;

- *answer;*
- *URL-address.*

#### List of Recommended Library Web-sites:

1. Russian State Library [http:// www.rsl.ru](http://www.rsl.ru)
2. Russian National Library [http:// www.nlr.ru](http://www.nlr.ru)
3. State Public National and Scientific Library of Russia (GPNTB) [http:// www.gpntb.ru](http://www.gpntb.ru)
4. Vernadsky National Library of Ukraine <http://www.nbuv.gov.ua>
5. Library of the Verkhovna Rada of Ukraine [http:// www.rada.kiev.ua/LIBRARY](http://www.rada.kiev.ua/LIBRARY)
6. Library Web-sites lists.

#### **Search Questions:**

1. Find books on "Ecological Culture" published during the last 3-4 years (Rus.) (define libraries where these books are kept).
2. Find books published during 2005-2007 by «Либерея» (Liberia) (Rus.) publishing house (provide examples of bibliographic descriptions and the books locations).
3. Find name and initials of Ivanovo Oblast Scientific Library director (Rus.). What is the URL-address of this library?
4. Who is the author of "Theater Pedagogy" book published in the Ukrainian language in 1996? (provide bibliographic description).
5. Which Ukrainian publishing house published a book titled "Sources of Spiritual Culture of the Kyrgyz People" (Rus.) by R.A. Abdyraimova? (provide bibliographic description).
6. Who is the author of a Candidate degree dissertation «Advertisement as a Modern Library Communication System» (Ukr.)? (provide bibliographic description and URL-address of the library where it is kept).
7. When was a PhD dissertation titled "Bibliographic Knowledge" defended? (author V.A. Fokeyev) (Rus.) (provide bibliographic description).
8. Find name and initials of Russian State Patent Library director (Rus.).
9. Find the address and last name of the editor-in-chief of Russian journal «Библиотековедение» ("Library Studies") (Rus.).
10. Which library web-site contains the text of "National System of Ukrainian Scientific Literature Abstracting" document (Ukr.)?

#### *Section 2. Topic 5.*

Appendix 11.

#### **Useful Links and Blog Addresses on the Internet**

(WEB LOGS OR "BLOGS" FOR BEGINNERS): IATP IREX)

#### **Blog Ratings:**

- a) <http://blogger.spb.ru/index.php?cid=1>
- б) <http://www.theweblog.net/top/>

#### **Search Services and Other Service Types for Blogs:**

- a) Яндекс - <http://blogs.yandex.ru>
- б) Google - <http://blogsearch.google.com>
- в) DayPop - <http://www.daypop.com>

- г) Blogdex - <http://blogdex.media.mit.edu>
- д) Technorati - <http://www.technorati.com>
- е) Weblogs - <http://www.weblogs.com>
- ж) Blogs - <http://blo.gs>

### **Blog Platforms**

Blogger - <http://www.blogger.com>  
LiveJournal - <http://www.livejournal.com>  
TypePad – <http://www.typapad.com>  
MSN Spaces - <http://www.msnspace.com>  
Blog RU - <http://www.blog.ru/>  
Wordpress – <http://wordpress.com>  
Radio Userland.com - <http://radio.userland.com/>

### **Blog Services**

Movabletype.org - <http://www.movabletype.org/>  
Grayscale Blog - <http://sourceforge.net/projects/gsblogger>  
DotClear - <http://www.dotclear.net>  
B2evolution - <http://b2evolution.net/>  
Greymatter - <http://noahgrey.com/greyssoft/>

### **Catalogues**

- а) <http://directory.google.com/Top/World/Russian/>
- б) [http://list.mail.ru/30984/1/0\\_1\\_0\\_1.html](http://list.mail.ru/30984/1/0_1_0_1.html)
- в) [http://www.promotion.su/categ\\_121](http://www.promotion.su/categ_121)
- г) WMaskАТАЛОГ - <http://catalog.wmas.msk.ru/>
- д) <http://directory.mblog.ru/>

### **Recommended Blog Resources:**

1. «Handbook for bloggers and cyber-dissidents», Reporters without borders, September 2005
2. «The Weblog Handbook: Practical Advice on Creating and Maintaining Your Blog», Rebecca Blood, chapter on «Weblog ethics», <http://www.rebeccablood.net/handbook>
3. <http://wikipedia.org/> -
4. <http://www.mblog.ru/archives/eioaue/>
5. <http://forum.codeby.net/topic2402s0.html>
6. <http://superstyle.ru/26feb2006/dnevnik/>
7. [http://www.b-online.ru/articles/a\\_9241.shtml](http://www.b-online.ru/articles/a_9241.shtml)
8. <http://www.webmascon.com/topics/technologies/10a.asp>
9. <http://www.webplanet.ru/news/reading-room/2005/9/26/nossik.html>
10. «Самоучитель HTML», Алексей Гончаров, 2000 г.
11. «HTML 4.0», А. Матросов, А. Сергеев, М. Чаунин, 2000 г.
12. «Интернет: первые шаги», В.В. Беркгаута, И.С. Чардина М.: Р Валент, 2000.
13. «Веб-дизайн» Я. Нильсена, Символ-Плюс, 2002г.
14. <http://en.wikipedia.org/wiki/Blog>
15. <http://webplanet.ru/news/reading-room/2003/10/8/blogsurvey.html>
16. <http://www.webplanet.ru/news/lenta/2005/11/10/nyt.html>  
<http://www.webplanet.ru/news/internet/2005/11/10/gone.html>  
<http://www.webplanet.ru/news/internet/2005/11/11/anlain.html>  
<http://www.webplanet.ru/news/internet/2005/11/11/anlain.html>
17. [http://sellme.ru/2005/03/15/zachem\\_je\\_nujen\\_blog](http://sellme.ru/2005/03/15/zachem_je_nujen_blog)
18. [http://www.internet-business.ru/blog/archive/2005/03/prichiny\\_dlya\\_o.html](http://www.internet-business.ru/blog/archive/2005/03/prichiny_dlya_o.html)

### **Recommended Web-design Resources**

1. Web Design in a Nutshell -- by Jennifer Niederst
2. The Design of Sites: Patterns, Principles, and Processes for Crafting a Customer-Centered Web Experience -- by Douglas K. van Duyne
3. Эффективная работа: Photoshop 7 (с CD-ROM), А. Тайц, М.Петров, Питер, 2002г.

4. [http://www2.austin.cc.tx.us/kotrla/web\\_design.htm](http://www2.austin.cc.tx.us/kotrla/web_design.htm) - Web Design For Newbies
5. <http://www.webopedia.com/> - Webopedia Online Dictionary for Computer and Internet Terms
6. <http://build-website.com/> - Build Your Own Website - Methods, Tools and Techniques
7. <http://www.w3schools.com/> - W3Schools Online Web Tutorials
8. <http://webdesign.about.com/> - Web Design - HTML XML - Web Development - Web Site Design
9. <http://www.pageresource.com/zine/index.html#design> - Web Design Articles
10. <http://www.artefact.cns.ru/design/> - Artefact Web-design
11. [http://builder.cnet.com/webbuilding/pages/Graphics/Conceptualize/?tag=st.bl.3881.txt.bl\\_Conceptualize](http://builder.cnet.com/webbuilding/pages/Graphics/Conceptualize/?tag=st.bl.3881.txt.bl_Conceptualize) - Conceptualize Your Site
12. <http://web.iatp.kz> – IATP Kazakhstan web training site
13. <http://www.websitetips.com/designer/> - WebsiteTips.com sitemap, html tutorial, web design tips, web page design tips, web design tips, fonts, articles, tutorials
14. <http://master.hop.ru/> - Вебдизайн от А до Я
15. <http://www.webhowto.ru/>

### **Recommended HTML Resources**

1. HTML Utopia: Designing Without Tables Using CSS by Dan Shafer
2. HTML for the World Wide Web with XHTML and CSS: Visual QuickStart Guide, Fifth Edition by Elizabeth Castro
3. <http://www.davesite.com/webstation/html/> - HTML An Interactive Tutorial for Beginners
4. <http://pwd.boom.ru/html/book/pr.htm> - HTML Для новичков
5. <http://pwd.boom.ru/> - HTML, JavaScript, CGI, Perl, Java, PHP, ASP, SQL и др. для новичков и профессионалов
6. <http://www.htmlbook.ru/> - htmlbook.ru - Информация об HTML, CSS, графике и создании сайтов
7. <http://www.machaon.ru/digest/rusinter.HTML.html> - Russian Internet HTML
8. <http://www.dvqu.ru/lemoi/lect/bookhtml/begin.htm> -
9. <http://html.km.ru/> -
10. <http://www.studiojazz.ru/articles.shtml>
11. <http://www.citforum.ru/programming/khramtsov/html.shtml> - Язык гипертекстовой разметки HTML

### **Recommended Graphics Resources**

1. HTML/XML/CSS, Г. Штайнер, Лаборатория Базовых Знаний, 2001г.
2. Самоучитель HTML 4, И. Шапошников, BHV-СПб, 2001г.
3. Real World Adobe Photoshop 7 by David Blatner, Bruce Fraser
4. Photoshop 7 Wow! Book -- by Jack Davis
5. Photoshop 7.0 Classroom in a Book -- by Adobe Creative Team
6. <http://graphicssoft.about.com/library/course/bltps5out.htm?once=true&> - Adobe Photoshop Basics - A Free Online Class - Course Outline
7. <http://www.listsoft.ru/articles/>
8. <http://www.compuart.ru/lessons.asp>
9. <http://www.symbol.ru/dk/articles/gif.html>
10. <http://www.htmlbook.ru/graphics/index.shtml>
11. <http://web-silver.ru/photoshop/articles> -
12. <http://i2r.rusfund.ru/static/456/>

### **Recommended Virtual Community Resources: Connection with Other Blogs**

#### **Blogs and Communities**

1. <http://company.yandex.ru/blog/>
2. <http://www.bloglines.com>
3. <http://slashdot.org/>
4. <http://blog.flickr.com>

5. <http://xplane.com/xblog>
6. <http://www.internet-business.ru/blog>
7. <http://sellme.ru>
8. <http://buzzmachine.com>
9. <http://www.moskalyuk.com/blog>
10. <http://www.w3.org/People/Berners-Lee>
11. <http://www.kottke.org>
12. <http://www.exler.ru/blog>

### **Blog Ethics**

1. [http://www.rebeccablood.net/handbook/excerpts/weblog\\_ethics.html#1](http://www.rebeccablood.net/handbook/excerpts/weblog_ethics.html#1)
2. <http://www.cyberjournalist.net/news/000215.php>

### **Blog Promotion**

1. <http://internet.ru/index.php?itemid=12311>
2. <http://jamshid.ru/2006/02/15/inforedesign-sekret-uspeha>
3. <http://www.internet-business.ru/arch/num22.htm>
4. [http://www.ojr.org/ojr/wiki/make\\_money](http://www.ojr.org/ojr/wiki/make_money)



## METHODOLOGICAL RECOMMENDATIONS FOR TRAINERS. MODULE 1

### Section 1 – Basics of Computer Literacy. Introduction to Information Technologies

#### I. Seminar duration — 20h (3 days)

#### II. Audience.

Librarians (PC user - beginner level). Number of participants – 20 persons.

#### III. Expected result.

The class envisages using active training methods, which mold trainees' problem solving skills.

**Upon the program completion the participants should be able to:**

- ♦ Use PC on a beginner level
- ♦ Realize the necessity of IT for library work
- ♦ Be able to use technical devices and software necessary for library work
- ♦ Develop critical thinking skills
- ♦ Acquire team work skills

#### IV. Classes outline

##### Topic 1. Computer as Information System (3h)

Lectures	In-class workshop	Problem solving sessions	Test
1 (lecture-seminar)		2 (modeling game)	Q & A session, observation

Theoretical materials based on Questions for Self-Test and/or Questions for Discussion

#### **In-class Workshop Plan:**

*Modeling game "Choose computer configuration".*

#### **Information Section**

The trainer provides necessary information regarding methods of a library computer center organization and methods of choosing computers and strategic plan elaboration.

#### **Game Section**

Participants divide in groups, complete the assignment choosing appropriate computer configurations and make presentations.

Table № 1

Technical equipment	Library and information services list	Program software
Computer (projector)		
Local network		
Laptops with wireless connection		

Terminal class		
----------------	--	--

### **Conclusions, Analytical Section**

Participants make the presentations and assess each other (according to “positive” and “negative” role distribution). The trainer draws conclusions and analyzed the plans.

### **Assignments Evaluation Criteria, Form of Reporting and Knowledge Testing**

The instructor evaluates trainees’ work in accordance with their participation and quality of work results – the elaborated presentations.

*In case of insufficient trainees’ preparation they can be recommended to complete assignment number 1 of the Initial Test.(see Appendices)*

### **Topic 2. Operating System Windows XP. Organization of Computer Security and Information Protection (8h)**

<b>Lectures</b>	<b>In-class workshop</b>	<b>Problem solving sessions</b>	<b>Test</b>
<b>2</b> lecture-seminar	<b>3</b> peer learning	<b>3</b> brainstorming, project method	Q & A session, observation

Theoretical material can be presented in 2 segments: Operating System Windows XP and Organization of Computer Security and Information Protection.

#### **In-class Workshop Plan:**

#### **1. File system organization (30 min.)**

**Result** – acquiring new skills.

#### **2. OS Windows Accessories (45 min)**

Use of peer learning methods.

#### **Information Section**

The trainer provides necessary information and instructions (on using Calculator, Windows Media player, NotePad programs).

#### **Imitation Section**

Participants divide in groups, complete the assignment – learn to use **OS Windows Accessories**

#### **Conclusion Section**

Participants divide in other groups and teach each other in a student-instructor pair. A discussion follows.

#### **3. Working with Paint (in-class workshop – 45 min)**

Individual work – see Appendix 3

**Result** – library logo design.

4. **Brainstorm "Working with Files and Folders with the Help of Operating System in Library Sphere"** (problem solving session 60 min)

**Information Section**

The trainer provides necessary information and instructions.

**Imitation Section**

Participants divide into 3 groups: technologists (2 groups) and analysts (1 group) and perform respective operations (appendix 4).

**Conclusions, Analytical Section**

Presentations, discussion. The trainer draws conclusions.

5. **Computer Security Organization** (problem solving session, 60 min)

- *Brainstorm „Information Protection Methods” (15 min.)*

**Information Section**

The trainer provides necessary information and instructions. The trainees generate new ideas.

**Conclusion Section**

The trainees provide their own recommendations.

- *In-class workshop (45 min)*

**Practice Section**

Participants divide into groups in accordance with computer protection methods.

**Imitation Section**

Peer learning

**Result** - acquiring new service programs skills.

Use of Appendix 7 recommended for individual work.

6. **Reserve Data Copying** (problem solving session, 30 min)

- *Brainstorming „Reasons for Data Archiving” (15 min.)*

**Information Section**

Trainer leads the discussion, participants generate ideas.

- *Data archiving (15 min)*

**Assignments Evaluation Criteria, Form of Reporting and Knowledge Testing**

**Work results:**

- New skills acquisition
- Obtaining new materials and samples
- Librarian's E-portfolio sample

### Topic 3. Office Software; Text Processor MS Word. (8h)

Lectures	In-class workshop	Problem solving sessions	Test
2 (master class)	3	3 (brainstorming, modeling game, projects method)	Q & A session, observation, Testing

Theoretical material can be presented in 2 segments: "Choice of Library Work Organization Tools" and "Data Formats and their Conversion"

#### **Information Section**

The trainer provides necessary information and instructions.

#### **Master class**

Master class on MS Office program

#### ***Master class "Data Formats and their Conversion"***

#### **Information Section**

The trainer provides necessary information.

#### **Master class**

Learn to use ABBYY FineReader program.

#### **In-class Workshop Plan:**

1. **Document Templates** (problem solving session, 60 min)
  - Brainstorming „**Using Templates in Library Work** " (15 min.)

#### **Information Section**

The trainer provides necessary information and instructions.

#### **Conclusion Section**

Trainers create a list of useful document templates

- In-class workshop "Using Document Templates." (45 min)

#### **Information Section**

The trainer provides necessary information and instructions.

#### **Practice Section**

Participants create specific documents using templates.

#### **Conclusions, Analytical Section**

Participants present their documents. The trainer analyzes their work results and draws conclusions.

2. **Library Brochure** (problem solving session, (60 min)

- *Brochure draft (15 min)*

Participants divide into groups and perform the task, the trainer evaluates it.

- *In-class session "Document Formatting. Work with Large Documents" (45 min)*

### **Information Section**

The trainer provides necessary information and instructions.

### **Practice Section**

Participants prepare materials for the library brochure

#### **3. *Work with tables and charts* (in-class workshop session, 60 min)**

Individual work (Appendix 8)

#### **4. *Work with large documents* (in-class workshop session, 45 min)**

### **Information Section**

The trainer provides necessary information and instructions (workshop topic - "Library Regulations Classification").

### **Practice Section**

Participants find necessary components and create library regulation documents.

### **Conclusion Section**

The trainer analyzes their work results and draws conclusions.

#### **5. *Modeling game "Work with Data Formats" (45 min).***

### **Information Section**

The trainer provides necessary information and instructions.

### **Game Section**

Trainees perform the task (Appendix 9).

### **Conclusions, Analytical Section**

The trainer analyzes the information and draws conclusions.

### **Assignments Evaluation Criteria, Form of Reporting and Knowledge Testing**

**Work results are:**

- New skills acquisition
- Obtaining new materials and samples.

*In case it is problematic to have access to ABBYY FineReader the following Q&A can be conducted:*

**Test:**

1. One can start FineReader program by means of:

- ☐ Start / settings / ABBYY FineReader
- ☐ Start / help / ABBYY FineReader
- ☐ \* Start / All programs / ABBYY FineReader
- ☐ Start / Documents / ABBYY FineReader

2. In order to start recognition process in FineReader you should just put a document in the scanner and...

- ☐ Copy text
- ☐ Push "Translate" button
- ☐ Push "Save" button
- ☐ \* push Scan & Read button
- ☐ All further operations will be performed automatically

3. Which scan mode is optimal for recognition system?

- ☐ \* grayscale picture
- ☐ black and white
- ☐ color
- ☐ ultraviolet
- ☐ infrared

4. Optimal resolving capacity for regular text is

- ☐ 100 dpi
- ☐ 200 dpi
- ☐ \* 300 dpi
- ☐ 400 dpi
- ☐ 500 dpi

5. In order to receive the electronic text version the recognition program should perform the following set of operations

- ☐
- ☐ \* save the processed document in a file
- ☐ Print out the file
- ☐ Describe the symbol by means of parameter set
- ☐ Convert selected image fragments into text
- ☐ Recognize the structure of text set up on a page (select)

## V. Work Evaluation

Topic	Points (max)
Computer as Information System	3
Operating System Windows XP. Organization of Computer Security and Information Protection	3
Office Program. MS Word	3
Final Test and Presentations	6

Max number of points for Section 1 – 15.

## VI. Handouts (see Attachments).

### SECTION 2 – Internet Basics for Librarians

#### I. Seminar duration — 20h (3 days)

Training-seminar includes theoretical classes and workshops with 15 min coffee breaks between sessions.

## II. Audience.

Library leadership, basic PC skills level (passed the Initial Test), striving for self-perfection.  
Number of participants – 20 persons.

## III. Expected result.

The class envisages using active training methods, which mold trainees' problem solving skills.

**Upon the program completion the participants should be:**

- ♦ Familiar with the Internet
- ♦ Familiar with browsers
- ♦ Familiar with communication programs
- ♦ Acquire web search skills

### Questions for Initial Test

***Requirement – taking Section 1 Module 1 of  
“Basics of Computer Literacy. Introduction to Information Technologies” program***

1. Computer as an information system: hardware and informational components.
2. Personal computer structure.
3. Computer as a multimedia center (video and audio card, speaker system, built-in camera.
4. Structural and functional PC scheme. Modern market of PC mechanical devices.
5. Software structure of a modern computer. Components, application and main functions.
6. Computer classification (desktop, laptop, netbook, portable computers).
7. Computer safety regulations.
8. Operating System Windows XP.
9. Windows XP interface: main elements (desktop, taskbar, programs, files, documents, shortcuts, menu) and their application.
10. Review of operating system Windows XP Accessories. Opening Calculator, Notepad, Paint programs and using them.
11. Operations with files and folders (objects): review, systematizing, creating, highlighting, copying and pasting, renaming, deleting and restoring. Creating a shortcut.
12. PC service software. Shell-programs. Performing main operations with files and folders by means of Explorer program.
13. Data archiving. Archiving by means of operating system. Work with archives (creating, restoring, adding, extraction of certain files) by means of WinZip and WinRar programs.
14. Microsoft Office.
15. Text processor MS Word.
16. Data formats and their conversion.
17. ABBYY FineReader program.
18. Computer security and information protection: basic notions, terminology.
19. Computer viruses. Computer viruses classification. Anti-virus programs.
20. Means of the network data protection.

## IV. Training-seminar plan:

### **Topic 1. World Wide Web: Basic Notions (1h)**

Class duration – 1 h.

The class envisages using active training methods, which mold trainees' problem solving skills.

**Goal** – familiarization with the Internet.

**Objectives:**

1. Analyze basic notions of technical network maintenance: local networks, hosts, communication servers - basic definitions, notions; technical and program tools.
2. Data transfer protocol on the Internet, general characteristics and meaning. Main Internet protocol: TCP/IP.
3. Define the network role and function for progress and development of the modern society; legal and ethical Internet regulations.

**Criteria of Assignments Evaluation and Knowledge Testing**

The instructor evaluates trainees' work in accordance with their answers to previously distributed questions (see: Questions for Interview), max number of points – 3.

**Topic 2. Basics of Internet Navigation, Web Browsers (2h)**

Class duration – 2 h.  
15 min – theoretical session, 1 h 45 min — workshop.

**Goal** – Familiarization with browsers and navigation programs.

**Objectives:**

1. Define Internet browsers (navigator programs) and basics of the Internet navigation.
2. Define main dialogue window elements, browser program options (using the example of Microsoft Internet Explorer).
3. Define main menu points (using the example of Microsoft Internet Explorer).
4. Characterize the procedure of saving text and graphic web-document.
5. Bookmarking Internet-addresses and the bookmarks systematization.

**Information Section**

The trainer provides necessary information and instructions.

**Practice Section**

Working with:

- Windows
- Microsoft Internet Explorer
- Web-pages
- Hypertexts
- Mouse right button functions

**Criteria of Assignments Evaluation and Knowledge Testing**

The instructor evaluates trainees' work in accordance with their answers to previously distributed questions (see: Questions for Interview), max number of points – 3.

**Topic 3. Internet Programs (WWW, E-Mail). Communication Services (4h)**

Class duration – 4 h.  
30 min – theoretical session, 3 h 30 min — workshop.

**Goal** – Familiarization with service and communication programs.

**Objectives:**



1. Define Internet programs
2. Define World Wide Web (WWW), Hyperlinks.
3. Define HTTP and HTML.
4. Define IP-addresses, DNS, URL
5. Define E-mail
6. Define Skype, ICQ.

### **Information Section.**

The trainer provides necessary information and instructions regarding service programs.

### ***In-class Workshop Plan:***

#### ***In-class Workshop 1: World Wide Web navigation (WWW).***

1. WWW addresses
2. WWW rules.
3. HTTP (Hyper Text Transfer Protocol), HTML.

#### ***In-class Workshop 2: E-mail***

1. E-mail
2. Email address
3. Email commands and functions.
4. Acquiring the skill of using electronic mailbox.
5. Using Skype, ICQ.

### **Criteria of Assignments Evaluation and Knowledge Testing**

The instructor evaluates trainees' work in accordance with their answers to previously distributed questions (see: Questions for Interview), max number of points – 3.

## **Topic 4. Internet Search Methods, Internet Search Engines (10h)**

Class duration – 10 h.  
30 min – theoretical session, 9 h 30 min — workshop.

**Goal** – Familiarization with the Internet search.

### **Objectives:**

1. Define Information search on the Internet: methods, technology and strategy.
2. Define simple and advanced Internet information search: basic rules and recommendations.
3. Define Ukrainian Internet search engines, general characteristics.
4. Define Russian and American search engines.

### ***Information Section.***

The trainer provides necessary information and instructions.

#### ***In-class Workshop 1: Advanced Search with the Purpose of Creating a Public Figure's Biographic Reference***

1. Analysis of advanced information search options on Ukrainian and foreign servers. Main rules and recommendations regarding advanced information search on the Internet.
2. Prepare a *biographic reference* regarding one of the winners of All-Ukrainian program "Person of the Year" according to the nominations indicated by the course teacher and regarding one of the ministers of Ukraine.

3. The report should be saved in a text file and consist of:
  - a personal photograph;
  - a text containing the main highlights of the person's public and political work (at least 5 pages);
  - a list of search engines and URL Web-pages used during the work on the reference.

***In-class Workshop 2: Internet Information Search, Methods of Performing Advanced Search Regarding a Public Figure***

1. Analysis of advanced information search options on Ukrainian and foreign servers. Main rules and recommendations regarding advanced information search on the Internet.
2. Based on the research results write a paper on artistic career or an important career highlight of one of the famous artists, photographers or designers.
3. The report should be saved in a text file, which has the following structure:
  - a text (paper) on artistic career or an important career highlight;
  - photographs of paintings (works of art) mentioned in the paper (10-15 works or URL);
  - a list of search engines and URL Web-pages, which were used in the course of the work.

***In-class Workshop 3: Internet Information Search, Methods of Performing Subject Search with the Purpose of Creating Virtual Tour Guide***

1. Find annotated useful hyperlinks with culture, art and tourism information by means of search engines and other informational Internet resources:

Culture Studies and Ethic Culture Studies;

- Museum Studies;
- Tourism Management;
- Social Pedagogy;
- Music: folk music, popular music;
- Choreography (modern, folk. ballroom);
- TV Art (television);
- Theater Art: directing, drama theater, acting techniques;
- information centers (state-funded and commercial);
- archives;
- libraries (Ukrainian);
- book publishing (Ukrainian);
- book selling institutions (Ukrainian).

2. Save the collected materials in MS Word text format with hyperlinks (at least 10). Provide a corresponding server name and a short server reference information prepared independently next to every hyperlink. The main requirement is to address main sections of the assignment topic and the web-site contents.

3. Provide a list of search engines and URL Web-sites used in the course of the work.

***In-class Workshop 4:*** perform one of Individual Work Assignments (see Appendix 7, 8, 9, 10).

**Criteria of Assignments Evaluation and Knowledge Testing**

The instructor evaluates every assignment and comments to them: 1 point for every assignment, overall grade – 3 points.

**Topic 5. Web-design, Web 2.0 (Blogs): Basic Notions (3h)**

Class duration – 3 h.  
15 min – theoretical session, 2 h 45 min — workshop.

**Goal** – Familiarization with web-design, Web 2.0 (blogs)

**Objectives:**

1. Define web-design: basic notions.
2. Define mission and goals, defining target audience, defining content, requirements and standards, etiquette (ethics and plagiarism).
3. Define website construction. HTML (Eng.: Hyper Text Markup Language). Hypertext.
4. Define special web design programs, which allow to create and edit web pages edit HTML documents received from the Internet, create multimedia presentations and shows.
5. Define characteristics of main methods of web pages (HTML documents) creation:
6. Define Web 2.0: general characteristics, service options for Internet users.
7. Characterize blogs as virtual diaries: blog significance, evolution, design, configuration; network services that promote blogs, RSS xml-representation, trackbacks, virtual community: connection with other blogs.

### **Information Section**

The trainer provides necessary information and instructions.

### **In-class Workshop Plan:**

1. Create a library web page using (NotePad).
2. Create a library web page using Word.
3. Analyze Internet blogs (Russian, Ukrainian).
4. Create your library blog structure.

### **Criteria of Assignments Evaluation and Knowledge Testing**

The instructor evaluates trainees' work in accordance with their answers to previously distributed questions and tasks completion (see: questions for interview), max number of points – 3.

*Final Test on Section 2 Module 1 (see Final Test Assignments). Final Test assignment – 10 points.*

Overall number of points for Section 2 Module 1 = 25.

### **V. Results Evaluation**

<b>Topic</b>	<b>Max Points Number</b>
Topic 1. World Wide Web: Basic Notions	<b>3</b>
Topic 2. Basics of Internet Navigation, Web Browsers	<b>3</b>
Topic 3. Internet Programs (WWW, E-Mail). Communication Services	<b>3</b>
Topic 4. Internet Search Methods, Internet Search Engines	<b>3</b>
Topic 5. Web-design, Web 2.0 (Blogs): Basic Notions.	<b>3</b>
Final Test	<b>10</b>

Max number of points for Section 2 – **25**.

**Overall # of points for Module 1 = 40 (= 15 for Section 1 + 25 for Section 2).**

**Module 2: NEW LIBRARY SERVICE: USING INFORMATION TECHNOLOGIES AND  
THE INTERNET IN LIBRARIES**

**Authors:  
Shevchenko I.O., Boytsova S.G.**

## EXPLANATORY NOTE

Module “New Library Service: Using Information Technologies and the Internet in Libraries” is dedicated to the urgent topic of necessity of modern information technologies introduction into library work. The course purpose is familiarizing students with the role of the Internet in information space globalization, the problem of free access to information, specifics of providing the Internet access in public libraries, organization of Public Access Centers, forms and methods of providing service to customers by means of local and network electronic resources. The module topics are structured logically, which allows to shape systematic knowledge. The module also focuses on conditions of automated library information systems implementation and usage, electronic resources management, and issues related to abidance by legislation norms of intellectual property and copyright. Besides, the module topics cover issues of customers’ familiarization with electronic resources. Particular attention is paid to users with special needs. The module outline envisages lectures, seminars, in-class workshops, laboratory classes and field trips, as well as discussions, roundtables and innovative planning. Every topic section contains individual work assignments, questions for self-test, and questions for Q & A sessions. Furthermore, the module envisages conducting initial (filling out forms) and final tests (exam questions).

The course program is closely related to the work of public library employees, in particular, information technology professionals, leadership and professionals of customer service departments, methodological and bibliographic departments of centralized library systems; scientific and methodological departments of oblast libraries, deputy directors and directors. Ukrainian and international public libraries work experience is incorporated into every module topic.

Therefore, the course promotes:

- familiarization with international and national legislative, regulatory and legal framework of library activity;
- shaping general theoretical knowledge based on library research;
- acquisition of practical skills necessary for planning and implementation of “Internet Access as a New Library Service” program;
- learning to use local and network electronic informational resources, create and use electronic resources, as well as acquire independent work skills.

### Contents and Structure of Module 2.

The module consists of 8 interrelated topics: Internet Access as a Library Service, Intellectual Property and Copyright on the Internet: Responsibility of Library and Librarians, Internet Information Resources, Information Search Technologies, Evaluation Criteria of the Internet Information Resources, Automated Library Information Systems (ALIS) as an Electronic Resources Creation Tool, Library Electronic Resources Management, Internet Library Resources. Goal and Requirements of a Library Web-site, Teaching Methods of Electronic Resources Use.

The final test envisages an interview covering all of the module topics. Intermediate tests also include discussions, roundtables, oral testing, in-class workshops and individual work assignments.

### Course Outline

No	Topics	Number of hours
----	--------	-----------------

		Total	lectures	In-class workshops	Problem-solving sessions	Individual work	Test
1	Role of the Internet in the Informational Space Globalization and Problems of Free Access to Information	6	2		Discussion 2	2	Q&A
2	Internet Access as a Library Service	8	2	2	2 Roundtable	2	Q&A
3	Intellectual Property and Copyright on the Internet: Responsibility of Library and Librarians	10	2	2 Seminar		6	Q&A
4	Internet Information Resources. Evaluation Criteria of the Internet Information Resources	12	2	4 Laboratory class		6	Q&A
5	Automated Library Information Systems (ALIS) as an Electronic Resources Creation Tool	10	2	4 Fieldtrip		4	Q&A
6	Library Electronic Resources Management	8	2		2 innovative planning	4	Q&A
7	Internet Library Resources. Purpose and Requirements of a Library Web-site	12	2	4 In-class workshop		6	Q&A
8	Teaching Methods of Electronic Resources Use	6	2		2 innovative planning	2	Q&A
	<b>Total:</b>	<b>72</b>	<b>16</b>	<b>16</b>	<b>8</b>	<b>32</b>	<b>Interview</b>

### Contents

#### **Topic 1. Role of the Internet in Informational Space Globalization and Problems of Free Access to Information**

**Contents:** The society informatization process and its main traits. Information infrastructure of the modern society, role of the Internet and libraries. Informatization processes in Ukraine and principles of sociocultural priorities. Shaping national information space. Prospective tasks of Ukrainian information space development. Ways of Ukraine's entering world information space. Urgent issues of Ukrainian information policy and methods of its implementation. Legislative

processes regarding information freedom and accessibility, approved legislation in Ukraine. National strategy of informational infrastructure development, responsibility for information sphere conditions, promotion of initiatives and innovations, using best world experience concerning organization and utilizing information space. Economic, democratic and social factors of informational policy. Basic principles of informational policy: accessibility to citizens, guarantee of freedoms, confidentiality, prohibition of censorship, cultural and informational individuality protection. Transition to information society. Global informational society. Accessibility of informational resources in a democratic society. Free access and information exchange as prerequisite of civil society development. Internet as a life betterment tool. Libraries and processes of the society humanization and democratization. Intellectual freedom and information accessibility principles. Prohibition of library materials and information censorship. Ethical code of a librarian. Confidentiality of library and informational service.

## **Topic 2. Internet Access as a Library Service**

**Contents:** History of creation and evolution of the Internet as a library service. Documents regulating library works related to providing access to network informational resources. International and Ukrainian public libraries experience concerning providing Internet access to users. Organization of an Internet-center in a library: peculiarities of work with children and people with special needs. Practical issues of a library Internet-center system administration. Providing Wi-Fi Internet access. Network maintenance. Modernization and purposeful usage. Internet workstation of a public library user. Library Internet service. Providing reference and bibliographic services online and with the help email, providing user access to commercial databases, conducting video-conferences, chat organization etc. Library and informational services. Organizational and methodological approaches to providing information and consultation services. Organization of specialized library service units as new structural subdivisions. Work planning, researching the possibilities of their financing through state budget, local budgets and innovation foundations. Providing special services at the expense of enterprises, associations and individuals. Policies of using library Internet-centers. Library media-center. Ethics and psychology of using Internet resources. Planning approaches of library work with an Internet center.

## **Topic 3. Intellectual Property and Copyright on the Internet: Responsibility of Library and Librarians**

**Contents:** Problem identification, terminology. Copyright tasks. Ukrainian legislation on copyright and intellectual property. World Intellectual Property Organization (WIPO) and international documents regulating relations in the sphere of intellectual property and copyright. Protection of non-property and property rights of authors or other title-owners. Balance between moral and material interests of an author and interests of other persons and the society as a whole. The issue specificity for electronic publications and telecommunication channels of information dissemination. Duration of copyright and intellectual rights to electronic materials. Problem of copying. License problems and schemes. Intellectual property and the Internet. IFLA on copyright, promotion of creativity, innovations, scientific research, education and studies; on access to information and providing reliable protection of title-owners' interests. Protecting copyright in digital environment. Copyright objects on the Internet. Informational ethics (users' rights and privileges, materials selection, professional practice, access issues, employees' responsibility, social issues). International cooperation development in the sphere of equality, justice and mutual respect in an information society, determining basic ethical principles of elaboration, providing access, dissemination, storing and usage of information in an electronic

environment; providing assistance to member-states as regards strategies and provisions formulation.

#### **Topic 4. Internet Information Resources. Information Search Technologies**

**Contents:** General characteristics of the Internet information resources. Information resources classification. Formats and usage specificity. Educational Internet resources. Internet resources for recreation and communication. Internet for business. Internet branch resources. Internet segment on culture and arts. Internet and electronic government development. Internet for providing administrative informational services. Internet, civil society and democracy. Internet and informational security. Information search technology on the Internet. Main strategies of information search applied in telecommunication networks (selection-review, search according to information query formula (selection and sorting), selective information dissemination). Principle of correspondence of information resource type to information needs and query types of the resource users. Methods of information resource selection. Search criteria of informational resources selection. Using catalogues, thesauruses and subject indices for information search. Criteria of informational resources evaluation. Users' informational needs and responding to them with the help of Internet resources.

#### **Topic 5. Automated Library Information Systems (ALIS) as an Electronic Resources Creation Tool**

**Contents:** History, creation and usage of automated library information systems. International ALIS. History, current state and prospects of ALIS development in Ukraine. Principles of automated library information systems creation. User interface in a library information system. Structure analysis and ALIS maintenance. Linguistic support of library informational technology. Main system menu. Basic technology of book bibliographic processing. Thesauruses and reference documents for an electronic book catalogue. Search strategy in the electronic book catalogue. Technology of adding documents to the electronic catalogue. Using compiled databases. Documents search in bibliographic databases. Importance of library information resources interrelation for electronic catalogues creation. Automated system of customer services provision.

Automated system of readers' registration. Electronic catalogues and answering requests. Statistical record of readers and subscribers. Developing integrated library and information system (IRBIS). Technical, program, informational and technological support. Workstations. General characteristics of "Administrator", "Cataloguer", "Check-out", "Reader" workstations.

Information system life cycle. Life cycle stages: analysis, design, elaboration, usage, support. Project management, documentation, ALIS development. Methodological materials elaboration for ensuring efficient ALIS functioning. Control of information system usage by users and librarians. Gradual system modernization.

#### **Topic 6. Library Electronic Resources Management**

**Contents:** Basic notions and definition of library electronic resources management. Aspects of electronic resources management. Role of library electronic resources manager. Organizational relations in the system of library electronic management. Electronic resources typology and classification. Terminology. Development prospects and evolution of electronic resources types. National electronic resources. Interrelation of internal and external library electronic resources. Information security and technology of information resources storing. Basic forms of electronic resources usage. Library membership in corporate unions, associations and consortia with the purpose of obtaining special services, documents, decrease in informational services expenditures. Access to electronic informational resources. Information queries as a tool of controlling electronic



informational resources use. Planning electronic informational resources development. Electronic libraries and electronic document collections environment. Databases: typology and usage (creation, purchase, access provision).

## **Topic 7. Purpose and Requirements of a Library Web-site**

**Contents:** Library website as a modern library image component. Library website content and design requirements. Website map. Legal and technical aspects of placing library resources, local lore resources, full texts of books on the website. Providing access to library electronic catalogue. New forms of librarians' work involving the website: virtual reference, online consultations, electronic delivery of documents. Receiving readers' feedback: guestbook, forum, chat. Virtual exhibitions. Record of website visits; its particular pages and sections. Website creation technologies. Hosting and free hosting. Website registration and servicing. Website ethics.

## **Topic 8. Teaching Methods of Electronic Resources Use**

**Contents:** Sociological research of library users' readiness for work with electronic resources. Approaches to forming a contingent of users, who are ready to start the training course. Training organization approaches (individual, in groups). Types of individual and group classes. Using individual teaching methods (consultations, guided discussions). Basic principles of group studies (lectures, seminars and trainings, competition exams). Visual aids in teaching process (print materials, information on blackboard, guides, posters, multimedia, network). Elaboration of contents for library users courses. Differentiated approach to user groups formation according to knowledge level criteria (elementary, intermediate, upper-intermediate, advanced). Approaches to organizing training for users with special needs. Distance learning. Connection of theoretical classes and in-class workshops, keeping users engaged, consideration of basic knowledge level, formation of practical knowledge and skills. Library educational programs manager. Functions, work planning, keeping record and reporting.

### **Classroom Sessions Outline:**

#### **Topic 1. Role of the Internet in the Informational Space Globalization and Problems of Free Access to Information**

##### ***Lecture Plan***

1. Information resources accessibility in a democratic society.
2. Free access and information exchange as prerequisite of civil society development.
3. Internet as a life betterment tool.
4. Libraries and processes of the society humanization and democratization.
5. Intellectual freedom and information accessibility principles.
6. Ethical code of a librarian.

##### ***Questions for Discussion***

1. Introducing principles of intellectual freedom and information accessibility in Ukrainian public libraries.
2. Correlation of library work to censorship prohibition.
3. Free information access, informational and electronic equality.

4. World library service standards and possibilities of their application in Ukrainian public libraries.

### ***Individual Work Assignments***

1. Familiarize yourself with Ukrainian legislation regarding information, informatization and informational access.
  - Laws of Ukraine "On Information" (1992);
  - "On Scientific and Technical Information" (1993);
  - "On National Informatization Program" (1998);
  - Decree of the President of Ukraine "On Urgent Measure Regarding Ukrainian Libraries Development" (2000);
  - "On Measures Regarding the Development of National Component of Global Information Network – the Internet and Providing General Access to this Network in Ukraine" (2000);
  - Law of Ukraine "On Cultural Heritage Protection" (2000).
2. Define the main characteristics of society informatization process, informational infrastructure of a modern society, role of the Internet and libraries.
3. Identify prospective assignments of Ukrainian informational space development and ways of Ukraine's integration to world informational space.

### ***Questions for Self-Test***

1. What are the main traits of the society informatization process?
2. What is the role of the Internet and libraries as components of a modern society informational infrastructure?
3. What are the factors of shaping national informational space?
4. Which international documents constitute the basis of free information access?
5. What are the main provisions of a Librarian's ethical code adopted by Ukrainian Library Association?
6. What constitutes the basis of library and information service confidentiality?

### ***Questions for Q&A Sessions***

1. What are the components of a modern society informational infrastructure?
2. Which documents determine the prospective assignments of Ukrainian informational space development?
3. What are the characteristics of a global information society?
4. How, in your opinion, should a state provide for information resources accessibility in a democratic society?
5. How does the free information access promote civil society building and democratization processes?
6. What is the role of libraries in the society humanization and democratization?
7. What are the principles of intellectual freedom and information accessibility?
8. By what means can libraries oppose to library materials and information censorship?

### ***Literature***

List consisting of 9 items.

## **Topic 2. Internet Access as a Library Service**

### ***Lecture Plan***

1. Documents regulating libraries' work concerning access to network informational resources.
2. International and Ukrainian public libraries experience concerning Internet access provision to users.
3. Organization of a library Internet center and providing customer service:
  - Technical and program support of the Internet center,
  - Elaboration of Center Use Policies,
  - The center services,
  - Providing free Internet access,
  - Providing services to people with special needs.

### ***In-class Workshop Plan (Business Game):***

1. Hold a consultation on Internet resources use by persons of different age groups and skills level.
2. Find information at a specific user's request and provide it in a certain format and on a certain memory device (floppy disk, disk or flash drive).

### ***Roundtable Plan (Appendix 1)***

1. Providing Internet access to users.
2. Workstation with Internet access in a public library (equipment, software and usage rules).
3. Library Internet service.
  - Access to bibliographic and reference resources
  - Access to full-text databases (including the ones with subscription)
  - Access to factual databases
  - Social networks
  - Organizing consultations on Internet resources usage.

### ***Individual Work Assignments***

1. Find information on the Internet about organization and work of library Internet centers.
2. Design a model Internet center of your library (define a provider, type of connection to the global network and data transfer in a local library network, draw a scheme of computer placement, communication means and network equipment) and draw up a draft cost estimation of this center.
3. Elaborate Internet Center Usage Policies in accordance with a template (***Appendix 2***).
4. Make additions to a library working plan taking into consideration the availability of an Internet center.

### ***Questions for Self-Test***

1. Which documents related to Internet access provision as a library service were adopted by IFLA?

2. Which programs and projects directed to Internet access provision were implemented in Ukraine?
3. What does “internetized libraries” mean? How many internetized libraries exist in Ukraine?
4. Which obligatory provisions have to be included in the Internet Center Usage Policies?
5. Which software is necessary for persons with eyesight deficiencies in order to efficiently use a computer? (**Appendix 3**).

### ***Questions for Q&A Sessions***

1. What are the specifics of Internet access provision as a new library service?
2. Which documents provide recommendations concerning improvement of library and informational services (including the Internet)?
3. What are international library standards of public access centers?
4. Which innovative forms of providing customer service with the help of Internet technologies can a library implement?

### ***Literature***

List consisting of 18 items.

## **Topic 3. Intellectual Property and Copyright on the Internet: Responsibility of Library and Librarians**

### ***Lecture Plan***

1. Problem identification, terminology. Copyright tasks.
2. Ukrainian legislation on copyright and intellectual property.
3. Specificity of intellectual property issues and copyright in the sphere of electronic publications and telecommunication channels of information dissemination.
4. Copyright objects on the Internet

### ***Roundtable Plan***

1. Library and librarians' responsibility for abidance by legislation of Ukraine on copyright and intellectual property issues.
2. Settling the issues of electronic library networks content and cooperation with copyright owners with regard to protected rights.
3. Observing copyright in the cases of:
  - Placing information on a library website;
  - Providing the service of document electronic delivery;
  - Converting print materials into electronic form.
4. Starting associations (consortia) for workload and license expenses distribution. Contractual restrictions and library liability.

### ***Individual Work Assignments***

1. Consolidate knowledge obtained during lectures on intellectual property objects and copyright on the Internet.
2. Read related articles of the Constitution of Ukraine and the Law of Ukraine “On Copyright and Related Rights”. Familiarize yourself with other legislation regulating relations in the

sphere of intellectual property and copyright (Laws of Ukraine “On Property”, “On Cinematography”, “On Television and Radio Broadcasting”, “On Publishing”, “On Spreading Audiovisual Works and Soundtracks Copies” and others), as well as IFLA memorandum on copyright in digital environment (2000). Familiarize yourself with international copyright legislation.

3. Analyze issues of information ethics (users’ rights and privileges, materials selections, professional practice, access issues, employees’ responsibility, social issues). Define main copyright problems, in particular for electronic publications on the Internet).
4. Define main problems of copyright protection for distance learning and methods of solving them.

### ***Questions for Self-Test***

1. Provide characteristics of intellectual property objects and their main types on the Internet.
2. Name main intellectual property types, provide their characteristics and describe peculiarities.
3. Characterize intellectual property sphere: intellectual activity rights in industrial, scientific, literary and artistic spheres.
4. Peculiarities of computer networks influence on information transfer; creating intellectual property products and services.
5. Characterize legal space of computer technologies, copyright protection issues on the Internet.
6. Name main copyright (and intellectual property protection) problems on the Internet and possible ways of solving them.
7. What are the main information ethics provisions?
8. Characterize four main principles of evaluating legitimate usage of electronic publication in the network, protected by copyright. Significance of copyright protection notifications in the network electronic publications.
9. Specifics of copyright issues for distance learning.

### ***Questions for Q&A Sessions***

1. What legislative instruments and laws regulate copyright and intellectual property issues?
2. Which methods of fighting copyright and intellectual property piracy are you familiar with?
3. What are the objects of copyright protection?
4. What problems exist in the copyright sphere?
5. How should library service goals correspond to copyright requirements?
6. Main copyright (and intellectual property protection) problems on the Internet, their dependence on national legislation systems (the U.S. experience).
7. How do the issues of protecting intellectual property on the Internet interrelate with information law? What does the information law study?

### ***Literature:***

List consisting of 8 items.

## **Topic 4. Internet Information Resources. Evaluation Criteria of the Internet Information Resources**

### ***Lecture Plan***

1. General characteristics of the Internet information resources.
2. Information resources classification; their formats and use specificity.
3. Criteria of the Internet informational resources evaluation.
4. Users' information needs and ways of responding to them with the help of Internet resources.

### ***Laboratory Class Plan***

1. Find 5-6 websites on the Internet, evaluate and select them according to the set criteria:
  - Ukrainian Literature (classic and modern);
  - History of Ukraine;
  - World Literature (belles-lettres);
  - Distance learning
  - Social assistance (charity funds, NGO, free legal and medical consultation, etc.);
  - Children's education and entertainment
  - Gardening
  - Pet care
  - Full texts of Ukrainian legal acts and regulations;
  - Airplane and train tickets, hotel reservation etc.

### ***Individual Work Assignments***

1. Find information about your local periodicals on the Internet, evaluate the discovered websites in accordance with given criteria and select 10-12 best ones.
2. Provide the search and selection results in the form of a webliography (**Appendix 4**).

### ***Questions for Self-Test***

1. How does the Internet influence people's ways of spending leisure time, especially concerning children and young generation?
2. Which new social communication models are created as a result of Internet technologies usage?
3. Which reference and search system is used in the process of information resources selection?
4. What is the role of cataloguers, thesauruses, subject indices in this process?

### ***Questions for Q&A Sessions***

1. What are information resources types?
2. What are the formats of information resources on the Internet?
3. Name specific traits of the Internet information resources use?
4. What are the main information search technologies on the Internet?
5. Name advantages and disadvantages of "Select-Review" strategy.
6. Name advantages and disadvantages of "Select-Sort" strategy.

### ***Literature***

List consisting of 7 items.

## **Topic 5. Automated Library Information Systems (ALIS) as a Tool of Electronic Resources Creation**

### ***Lecture Plan***

1. History of creation and usage of automated library information systems. International ALIS.
2. Current state and prospects of ALIS development in Ukraine.
3. Principles of automated library information systems creation.
4. Project management, documentation, ALIS development. Methodological support. Control of information system use by customers and librarians. ALIS modernization.
5. Creating full text databases (electronic libraries) with the help of ALIS. Providing intranet and Internet access to these resources.

### ***Fieldtrip Plan***

1. Familiarization with principles of ALIS creation in a library.
2. Determining workstations in a library information system.
3. Creating readers' database and its volume.
4. Work with electronic catalogues.
5. Organizing work with compact optical disks.
6. Work in "Administrator", "Cataloguer", "Check-out", "Reader" modes.

### ***Individual Work Assignments***

1. Familiarize yourself with a list of modern library programs (**Appendix 5**).
2. Visit the website of Russian Public Scientific And Technical Library ([www.qpntb.ru](http://www.qpntb.ru)) in IRBIS section, download IPBIC64 trial version and install it.
3. Familiarize yourself with "Compiled Databases" workstation instruction, open this module and make a bibliographic entry of a monograph into the electronic catalogue.
4. Familiarize yourself with "Cataloguer" workstation instruction, find the primary entry and add reference number and other necessary information to it.
5. Print out a catalogue card of the bibliographic entry.
6. Perform the same operations with the help of MARK-SQL program, whose trial version can be found on the web-site of NGO "Informsistema" ("ИнформСистема") ([www.informsistema.ru](http://www.informsistema.ru)).

### ***Questions for Self-Test***

1. Which formats are used for describing different documents?
2. What is "a language of document bibliographic description"?
3. Provide a definition of "user interface".
4. What are "bibliographic record fields" and how can one perform document search in an electronic catalogue with their help?
5. What program methods are used to create ALIS in Ukrainian libraries?

### ***Questions for Q&A Sessions***

1. When and how did one start working with ALIS and what achievements do world libraries have in this area?
2. What are the advantages of using bar codes?
3. What are the main functions of library management information systems?
4. What are the advantages of using local computer systems for management functions automatization?
5. What are the stages of information system life cycle?

### ***Literature***

List consisting of 5 items.

## **Topic 6. Library Electronic Resources Management**

### ***Lecture Plan***

1. Basic notions and definition of library electronic resources management.
2. Aspects of electronic resources management.
3. Role of library electronic resources manager.
4. Information queries as a tool of controlling electronic informational resources use.
5. Planning electronic informational resources development. Work in electronic libraries and electronic document collections environment. Databases: typology and usage (creation, purchase, providing access).

### ***Innovative Planning Assignments***

1. Define the goal of creation and use of your library electronic resources.
2. Provide suggestions regarding main aspects of your library electronic resources management: planning, organization, management, control.
3. Define the functions of your library electronic resources manager including the duties of providing consultations, spreading information, resources distribution, control, signing agreements, administration etc.
4. Identify main forms of electronic resources usage and library membership in corporate unions, associations and consortia with the purpose of obtaining special services, documents, decrease in informational services expenditures.

### ***Individual Work Assignments***

1. Find information and learn about development and evolution of electronic resources types.
2. Make a comparative analysis of internal and external library electronic resources.

### ***Questions for Self-Test***

1. Name main types and classifications of electronic resources groups.
2. What are the promising directions of national electronic resources development in Ukraine?
3. What are the internal and external library electronic resources and what is their interrelation?
4. What does "information security" encompass?
5. What are the definitions of "electronic document", "electronic publication", "electronic library"?
6. What is a "database"? What are the databases types?



### **Questions for Q&A Sessions**

1. Provide definition of electronic resources management.
2. Name main functions of library electronic resources manager.
3. Name main library electronic resources types.
4. What do national electronic resources encompass?
5. What are the main technologies of storing library electronic resources?
6. What are the main forms of library electronic resources use?
7. Name main types of databases.

### **Literature**

List consisting of 5 items.

### **Topic 7. Purpose and Requirements of a Library Web-site.**

#### **Lecture Plan**

1. Why does a library need a website and how can one create it?
2. Modern approaches and requirements to a library website content and design.
3. New forms of librarians' work: virtual reference, online consultations, electronic delivery of documents.
4. Website technical support and maintenance.

#### **In-class Workshop Plan:**

1. Create a structure and layout of your library website homepage.
2. Create a homepage and the second page of a website with the help of webpage editor program and connect them by hyperlinks (**Appendix 6**).
3. Register the website on a free hosting.
4. Add information to the news section on the main page.

#### **Individual Work Assignments**

1. Elaborate detailed content of your library website.
2. Finalize the web-site preparation started on the previous class.

#### **Questions for Self-Test**

1. What is content and what are requirement to library website content?
2. Is it allowed to place full book texts on a library website? If yes, under what conditions?
3. What is a guestbook, forum, chat? What are the differences and similarities?
4. What information placement policies relate to web ethics?
5. Why do information websites on the Internet need advertisement?

### **Questions for Q&A Sessions**

1. What information should be placed on the library website main page?
2. Which sections can a library website contain?

3. Which innovative forms of customer service can a library use with the help of a website?
4. How can one keep record of website visits?
5. How can one receive customer feedback through the website?

### ***Literature***

List consisting of 10 items.

## **Topic 8. Teaching Methods of Electronic Resources Use**

### ***Lecture Plan***

1. Approaches to planning library work on providing electronic resources training to users.
2. Organizing users' training.
3. Psychological and pedagogical peculiarities of library users' training.
4. Providing training to users with special needs.
5. Distance learning.

### ***In-class Workshop Plan (Business Game)***

1. Elaborate methods and acquire practical skills of holding consultations and teaching courses for users with different skills level.

### ***Individual Work Assignments (Appendix 7)***

1. Familiarize yourself with print materials concerning description of sociological research methods gauging library users' readiness for electronic resources use.
2. Prepare a poster or advertisement of the training taking into consideration PR strategies.

### ***Questions for Self-Test***

1. What functions can a library training program manager perform?
2. What approaches to planning user training should one use?
3. Which forms of reporting documentation should one use?
4. What are the approaches to forming user groups?

### ***Questions for Q&A Sessions***

1. Name advantages and disadvantages of individual and group learning methods.
2. Which principles of public library work constitute the basis of planning user training?
3. What users' motivation should be taken into consideration while developing training content?
4. Name main functions of a library training program manager.
5. Which reporting documents regarding readers' training are used in Ukrainian libraries?

### ***Literature***

List consisting of 6 items.

### **LITERATURE LIST:**

List consisting of 71 items.

## Initial Test (Filling Out Application Form)

Dear Colleague!

With the purpose of gauging your readiness for studying the material of module “New Library Service: Using Information Technologies and the Internet in Libraries” please fill out this application form. The answers will be of great assistance for the training organization improvement.

1. Last name, first name, patronymic

---

2. Place of employment, position

3. Education, related work experience

4. When did you last take a professional program of qualifications enhancement? Which methods were used?

---

5. Do you have desktop computer skills (yes, no)?

6. Do you know what the Internet is (yes, no)

If yes, provide definition of “the Internet”: the Internet is

---

---

---

7. Does your library have Internet connection? (yes, no)

If yes, do you use the Internet while performing your professional duties? (yes, no)

If yes:

7.1. What exactly duties and in which way?

---

---

---

7.2. Which Internet resources do you use most frequently?

---

---

7.3. Do your library users have Internet access? (yes, no)

3. What is “electronic information resources” and what are the ways of using them in libraries?

---

---

4. Are you familiar with the notion of “intellectual property and copyright on the Internet?” (yes, no)

If yes, please elaborate your answer

---

---

**Thank you for cooperation!**

## Final Test

### ***Interview Questions***

1. Free access and information exchange as a prerequisite of civil society development.
2. Libraries and processes of the society humanization and democratization.
3. Principles of intellectual freedom and information accessibility.
4. Ethical code of a librarian.
5. Organization of a library Internet center and providing customer service.
6. Information resources classification. Formats and specificity of their use.
7. Criteria of the Internet informational resources evaluation.
8. Users' information needs and possibilities of responding to them with the help of the Internet.
9. History, current state and development prospect of ALIS in Ukraine.
10. Principles of automated library information systems creation.
11. Basic notions and definition of library electronic resources management.
12. Role of library electronic resources manager.
13. Organizational relations in the system of library electronic resources management.
14. Information queries as a tool of controlling electronic information resources use.
15. Role of library electronic resources manager.
16. Library website: purpose, requirements.
17. Approaches to library work planning with regard to providing training on electronic resources to users.
18. Users' training organization.
19. Psychological and pedagogical peculiarities of library users' training.
20. Training of users with special needs.

## APPENDICES

### Appendix 1

#### To Topic 2

### INTERNET ACCESS AS A LIBRARY SERVICE

#### **Recommendations of Ukrainian Library Association**

Taking into consideration the Internet importance for library service improvement, the Ukrainian Library Association (ULA) suggests the following recommendations approved by Conference on Reporting and Elections of Ukrainian Library Association (ULA) on March 23, 2001 and ULA Board on April 26, 2001 to the Ukrainian librarians.

1. Libraries assist citizens to exercise their right for information. It is vital for the development of a democratic civil society sustained by educated and well informed citizens. The development of electronic resources, in particular, the ones available on the Internet, sets new goals for libraries and librarians.
2. Internet access provision to users should correspond to the library mission, objectives and functions. The Internet is an essential component of modern library information resources. Aside from print materials, the libraries provide the users with an access to electronic information resources and help to familiarize with them.
3. ULA recommends to provide Internet access to the library users on a free of charge basis.

4. Library administration is responsible for:
  - Providing technical access to the Internet and
  - Elaboration of a Guide on Library Internet Access Use, notifying users of its provisions and following it.
5. While planning to provide the users with the Internet access the library administration and librarians should:
  - Define the library role in the processes of navigation in informational resources. For instance, draw up recommended web sites lists on specific topics for children and youth.
  - Introduce and promote the electronic resources elaborated by librarians (electronic catalogues, library home page, handbooks, other electronic publications etc.).
  - Offer a training program on the Internet use to library users. The training can be conducted individually or in groups, it can be designed for different user categories (students, lawyers, teachers); it can cover various topics (Internet basics, particular information search). The training can be conducted in both written and oral forms.
6. The Guide on Library Internet Access Use should be clearly worded and drawn up in writing for the successful functioning of a library Internet center. The Guide should contain an explanation of the difference between the library Internet center and an Internet café. It is recommendable to include the following provisions in the Guide on Library Internet Access Use:
  - Acknowledging that the Internet is an international network, and the library shall not be liable for the information, which a user may find there.
  - Attitude to the Internet filtering policies (special computer software functioning as a specific sort of censorship). ULA does not recommend libraries to use Internet filtering, and suggests to pay more attention to educating users on the correct methods of information search on the Internet.
  - Defining the prohibited activities on the Internet (viewing and distributing illegal materials, breaking copyright laws, illegal “downloading” information and illegal use of software licenses, using the Internet for commercial purposes, for instance, selling, purchasing, advertising products and services, etc.)
  - Reasoning why an Internet user must have a library card.
  - Provisions on usage of electronic mail, games or discussion forums (chats) etc.
  - Provision whether there is a possibility to print out materials from the Internet or copy them to a floppy disk.
  - Computer use order (by previous sign-in procedure or manually), time frame of the Internet use (30 min or 1h).
7. The librarians should be prepared to work with the Internet as an information resource. Educational establishments, as well as other organizations involved in continuing education of library professional should also heed this issue. The library administration is recommended to provide training on the Internet use to the librarians.

*prepared by Valentyna S. Pashkova*

## To Topic 2. Examples of Policies on Library Internet Center Use

### **„Policies of Public Library Internet Center Use”**

(selection of “Policies” elaborated and effective in libraries – participants of LEAP project „Internet for Public Libraries Readers funded by the Embassy of the United States of America in Ukraine)

#### **1. Internet center of Mykolayiv Central Library System:**

#### **Policies of Internet Center Use at Central Kropyvnytsky City Library Centralized Library System for Adults of the city of Mykolayiv**

##### **1. General Provisions**

##### **2.**

- 1.1. " Policies of Internet Center Use at Central Kropyvnytsky City Library (hereinafter referred to CL) are elaborated in accordance with the Decree of the President of Ukraine “On Measures of Regards the Development of National Component of Global Information Network – the Internet and Providing General Access to this Network in Ukraine” of July 31, 2000 # 928/2000; recommendations approved by the Section of ULA Reporting conference of March 23, 2001 and ULA Board; “Central Library Use Policies”
- 1.2. Funding for the Internet center is provided by the U.S. State Department and the Embassy of the United States of America in Ukraine in the framework of “Library Electronic Access Project (LEAP)”.
- 1.3. The Internet center is a part of CL Business Cooperation Center
- 1.4. The Internet center provides an opportunity to use the Internet on a free of charge basis in the cases as follows:
  - Independent search of scientific and educational information;
  - Working online during 1 hour according to a previous sign-up procedure;
- 1.5. Any dweller of the city of Mykolayiv aged above 14 and having a Central Library card or one-time library card can become a user of free Internet center.
- 1.6. Internet center organizes training on Internet use. The classes are conducted free of charge according to the previous sign-up procedure by Internet center trainers in accordance with special syllabi.
- 1.7. " Policies of Internet Center Use at Central Kropyvnytsky City Library are effective as of January 9, 2002 until August 31, 2003 (date of “Library Electronic Access Project (LEAP)” termination).

##### **3. Internet-Center Obligations**

##### **2.1. The Internet center is to:**

- Respond to citizens’ needs in accordance with their right for obtaining free scientific and educational information on the Internet;
- Create conditions for the Internet use;
- Provide assistance as regards necessary information selection, help to find relative Information sources;
- Promote the culture of Internet customer service;
- Mold users’ information needs;
- Keep users’ previous sign-up record for Internet usage in a special “Sign-Up

Record For Internet Usage” book

- Ascertain that the users observe previous sign-up record rules;
- Organize Internet use training, create study group lists and notify the users of the classes schedules in a timely fashion;
- Keep readers’ record for every Internet user and enter usage time and information search subject into it.

2.2. Internet center is responsible for:

- Providing technical possibility to access the Internet;
- Elaboration of policy on library Internet access use, notifying the readers of its provisions and abidance by it;
- Promoting Internet electronic resources;
- Elaboration of recommended card indices and web-address lists on certain urgent issues.

2.3. The Internet center allocates 1,5 hour time to a user. It envisages: one hour of free Internet use and half an hour for settling organizational issues (filling out a form, information copying and printing out, etc.)

2.4. The Internet center provides an opportunity to copy information only at the consent of an Internet center employee. Copying information is performed by the Internet center employee at the customer’s request in the process or after finishing the Internet use by the customer.

2.5. Saving information to a floppy disk and printing out is performed in accordance with “Rates of Paid Services Provided at Central Library System for Adults of the city of Mykolayiv”.

2.6. The Internet center does not issue any documents confirming that a user has taken a training course on Internet use.

2.7. The Internet center does not perform previous sign-up procedure by telephone.

2.8. The Internet center is not be liable for any information, which a user may obtain through the Internet.

2.9. The Internet center work hours is from 11 am to 6.30pm; Saturday and Sunday – from 10.00am till 5.30pm. Monday is a day off.

#### **4. Users’ Obligations**

3.1. The users are obliged to:

- Abide by "Policies of Internet Center Use at Central Kropyvnytsky City Library Centralized Library System for Adults of the city of Mykolayiv” and “Policies of Central Kropyvnytsky City Library Use“;
- Sign up for free Internet use in advance in “Sign-Up Record For Internet Usage” book;
- Request a permission of a department employee regarding copying and printing out information;
- Pay for the information services of copying and printing out in accordance with “Rates of Paid Services Provided at Central Library System for Adults of the city of Mykolayiv”;
- Cover losses incurred by computer equipment or other department property damage.

3.2. The users are prohibited to:

- View and distribute materials prohibited by the effective legislation of Ukraine on the Internet;
- Violate copyright laws;
- Use the Internet for commercial purposes (sale, purchase, advertising products and services etc.);
- Make changes to equipment or software configuration;

- Independently print out material from the Internet or copy them;
- Use of a work station by more than one person;
- Damage and theft of computer equipment and other Internet center property;
- Enter the Internet center in outer garments, with any bags, "briefcases" and other bulky objects, pets, inflammable substances;
- Enter the Internet center under the influence and in sloppy clothing.

3.3. The users are to behave correctly and treat the Internet center employees politely.

3.4. The right for Internet center use by customers who violate "Policies of Internet Center Use at Central Kropyvnytsky City Library" shall be suspended for six months.

## **2. Internet center of Lesya Ukrainka Public Library:**

### **Policies of Lesya Ukrainka Public Library Internet Center Use**

The Internet center is created with the purpose of providing every library user with an opportunity to access world informational resources through the Internet on a free of charge basis.

Every user aged above 15 irrespectively of place of residence, education, social background, political ideas and religious beliefs has the right for obtaining information at the library Internet center.

Before the use one is to register and receive permission from the center consultant.

#### **THE USER IS ENTITLED TO:**

- Request Internet use time personally or by telephone (044) 216-01-46;
- Use the Internet for the purpose of accessing information resources;
- Print out no more than 3 pages for free, and pay for the rest of pages in accordance with the rates established by the library;
- Receive a previous individual or group consultation on the Internet use;
- Use the Internet during one hour;
- Continue using the Internet in case there is no person signed up for the next time slot until the nearest occupied time slot;
- Participate in presentations, workshops, group consultations, study groups of Internet training program in accordance with a separate Center schedule;
- Become a sponsor or encourage other interested parties to provide funding to the Internet center.

In order to save information to a floppy disk the user is to provide his/her own floppy disk to the center consultant for formatting or to purchase a floppy disk directly from the consultant.

#### **THE INTERNET CENTER USERS ARE PROHIBITED TO:**

- Damage equipment;
- Destroy, add or modify installed computer equipment or software;
- Install any software from the Internet or own floppy disks to the Internet center computers;
- Store personal files on the hard drive;
- Use own CDs and passwords of other users;



- Use the Internet for commercial purposes (sale, purchase, advertising products and services etc.)
- Use IP-telephony, Internet games, group chat; email boxes are not provided in the center;
- Disturb other Internet center users (talk loudly, use mobile phone, prevent other users from working);
- Violate copyright laws (copy software protected by copyright law);
- Illegitimately “download” and use software licenses;
- Use and spread materials prohibited by law.

**The Internet center does not recommend** visiting websites with pornographic content or the ones promoting violence.

The administration reserves the right to prohibit the Internet use to a customer for the reason of breaching the present policies.

### **THE INTERNET CENTER IS NOT LIABLE FOR:**

- Internet websites content, novelty or accuracy of the provided information.
- Any work interruption for the reasons not depending on the Internet center employees.

In case of any technical interruptions the user is to notify the Center consultant thereof. In this case the user will be provided with a different time slot or suggested alternative information sources.

## **Appendix 3**

**JAWS** (Job Access With Speech) — is a screen reader, a software program for visually impaired users, produced by the Blind and Low Vision Group at Freedom Scientific of St. Petersburg, Florida, USA. Its purpose is to make personal computers using Microsoft Windows accessible to blind and visually impaired users. It accomplishes this by providing the user with access to the information displayed on the screen via text-to-speech or by means of Braille display and allows for comprehensive keyboard interaction with the computer.

***The below are websites from which one can download different versions of JAWS program for free and receive useful advice on its use:***

**<http://jaws.tiflocomp.ru/> - MS Windows screen reader;**

[www.elitagroup.ru/pages/jaws.htm](http://www.elitagroup.ru/pages/jaws.htm) - several JAWS program versions (for free) and many sections on the program use;

<http://www.bookluck.ru/bookuykpyk.html> - Russian-language website, from which one can download keyboard commands of JAWS program for Windows (version 4.50) (author Dovydenkov Volodymyr, portal BOOKLUCK.RU).

<http://ransis.ru/um/jaws.html> - audio lectures on JAWS program use for visually impaired users.

<http://www.freedomscientific.com/> - official web site of JAWS program.

***Useful Websites:***

<http://library.rehab.org.ua/ukrainian>

[http://www.ci.ru/inform10\\_05/p\\_08.htm](http://www.ci.ru/inform10_05/p_08.htm)

<http://invak.info>

[http://www.vos.org.ru/TEXT\\_VER/progs.htm](http://www.vos.org.ru/TEXT_VER/progs.htm)

## Appendix 4

To topic 4. Webliography Sample

### Internet Resources on Civic Education: Useful Websites

1. <http://www.gurt.org.ua> -
2. <http://www.right-to-education.org>
3. [www.rada.kiev.ua](http://www.rada.kiev.ua)
4. [www.civnet.org](http://www.civnet.org)
5. [www.apsanet.org/CENnet/](http://www.apsanet.org/CENnet/)
6. [www.politeia.net](http://www.politeia.net)
7. <http://www.wfd.org>
8. <http://www.education.gov.ua/edu/>
9. <http://www.edu.kiev.ua>
10. <http://www.21CT.org>

Programs	Developers	Contact address	Local Representative or User	Address	Technical Means and Operating Systems	Programming Environment, or Programming Language	Price	Functions
IRBIS	GPNTB of Russia	103919, Moscow, Kuznetskiy most 12, Tel./fax: 8-095-928-49-13 <a href="mailto:isis@gpntb.ru">isis@gpntb.ru</a> <a href="http://www.gpntb.ru">www.gpntb.ru</a>	NBUV, NTB UGUPT Bereznaya T.I. <a href="mailto:trigub@usuft.kiev.ua">trigub@usuft.kiev.ua</a>	NBUV <a href="http://www.nbuu.gov.ua/etexts/2000/irbis/irbis.html">www.nbuu.gov.ua/etexts/2000/irbis/irbis.html</a> Rudzkoy Lev Zynovievych Tel.: 8-044-269-98-34, e-mail: <a href="mailto:levr@ukrpost.net">levr@ukrpost.net</a>	PC for DOS, network for Windows95/NT	ISIS-PASKAL, C	Ranging from free for DOS to 2800\$ for full version	Work station: acquisition specialist, cataloguer, reader, check-out, administrator.
LIBER	France, Rais Informations Internationale	117936, Moscow, Leninsky blvd, 4 MISiS, Tel. 755-96-66, Fax. (095)2472337, ZAO «Kompaniya LIBER» <a href="http://www.libermmedia.ru">www.libermmedia.ru</a>	Central Scientific Library of Kharkiv Karazin National University	61077, Kharkiv, Svobody sq. 4, Tel. (0572) 457-286. Shevchenko Iryna Hryhorivna, e-mail: <a href="mailto:Irina.G.Levchenko@univ.kharkov.ua">Irina.G.Levchenko@univ.kharkov.ua</a>	ПК no less than 486 PICK, UNIX, WINDOWS NT, WINDOWS 95	DBMS PICK	from \$1000 to \$10000, one work station from \$450	Functions: cataloguer, acquisition specialist, search, print forms, bar coding.

<b>A L E P H</b>	AL E P H- YI S S U M, fir m Ex Li bri s	<a href="http://www.aleph.co.il">www.aleph.co.il</a> Budapest affiliate of ExLibris Firm: <a href="mailto:exln@mail.matav.hu">exln@mail.matav.hu</a>	Library of National University of Kyiv Mohyla Academy	30070, Kyiv-070, Skovorody str, 2. Dotsenko Serhiy, Tel. (044) 416-60-55 <a href="mailto:library@ukma.kiev.ua">library@ukma.kiev.ua</a>	Network with SUN server, IBM RS, DEC ALPHA, which has OS UNIX, Linux, AIX, Solaris, terminals – Pentium for Win95/NT	ORACLE, SQL, COBOL, C	From \$20000\$ to \$200000	Modules: administering, cataloguer, book check-out, Interlibrary loan, inventory, registration, advance payment, acquisition specialist.
<b>I S I S</b>	U N E S C O Inf or m ati on al Pr og ra m s and Se rvi ce Bu re au	<a href="http://www.unesco.org/webworld/isis/visis.htm">www.unesco.org/w ebworld/isis/visis.ht m</a>	Representative: Program Research Institute of the National Academy of Sciences of Ukraine, user: NBUV	Contact person: Reznichenko Valeriy Anatoliyovych, Tel. (044) 266-51-39, 266- 51-19	PC with 286 and MS-DOS, there are Windows, Unix versions	CDS/ISIS/M , ISIS/ PASKAL, C	Free of charge, payments made for documentatio n copying	Databases maintenance with search dictionaries, search in any fields

<b>M A R K</b>	H П О «I nf or m sy st e m a»	113447, Moscow, Sevastopolsky blvd., 11A, Tel.: (095) 124-99-38 e-mail: <a href="mailto:marc@inforsystema.ru">marc@inforsystema.ru</a> <a href="http://www.inforsystema.ru">www.inforsystema.ru</a>	Representative: State Ukrainian Library for Children	Kyiv, Bauman str., 60, Tel. (044) 443-26-31, 442-65-87, <a href="http://www.chl.keiv.ua">www.chl.keiv.ua</a> Torlin Ihor Gershevych e-mail: <a href="mailto:igor@children.freenet.kiev.ua">igor@children.freenet.kiev.ua</a>	Pentium, OS Windows95/XP, Unix necessary for SQL version	DBMS: SQL, Sybase, MS Oracle, Ingres, Informix Progress	RUB 11500 for a local module, up to RUB 155000 MARK-SQL network version	Work station: processing, acquisition specialist, check-out, administrator; book providing service has a typical web server and Ukrainian interface
<b>L i b r a r y - U F D</b>	Z A O «Uk rai ni an Fu nd s H ou se »	Kyiv, p/o box 092 Fort Laboratory, (044) 226-12-49, 266-12-19, 252-51-82 <a href="http://www.usk.kiev.ua/ukr/library.html">www.usk.kiev.ua/ukr/library.html</a> <a href="mailto:service@usk.kiev.ua">service@usk.kiev.ua</a>	Representative: Taras Shevchenko NB GU	Kyiv, Hlushkova blvd., 2, bld.6, apt. 222 <a href="http://www.1c.kiev.ua">www.1c.kiev.ua</a> <a href="mailto:office@1c.kiev.ua">office@1c.kiev.ua</a>	Server - OS-MS WindowsNT/2000 /XP, UNIX, Linux, client – OS – MS Windows9x/2000/ XP	SQL-server Informix, Oracle, Centura SQLBase	\$800-3200 from one to unlimited number of users	Electronic catalogue, acquisition specialist, full text documents, authoritative entries, print forms templates, users personification
<b>U S N I L I B</b>	Kh ar kiv N ati on al Ac ad e m y of Int er	Kharkiv, 50-richchia SRSR blvd. CPCP, 27	National Academy of Internal Affairs	Contact Person: Luhansky Oleksandr Mykhaylovych, <a href="mailto:alex@adm.univ.kharkov.ua">alex@adm.univ.kharkov.ua</a> Tel.: (8-067) 578-42-85	Server -PentiumII 400/RAM 64 Mb (Unix) or 128 Mb (Win98/NT) / HDD 4 Gb Client – P100/RAM 16 Mb	Linux/Unix/F reeBSD Windows NT 4.0 Interbase 4.0 Word 97	~ UAH10 000	Work station: acquisition specialist, periodicals catalogue, cataloguer, reader, Additionally: search, bar-codes printing, electronic gates

	na l Aff air s							
--	----------------------------	--	--	--	--	--	--	--

To topic 7

To topic 8

**Recommendations on Organizing a Training on the Internet Information Search  
for Library Customers and Staff**  
*(based on materials of Continuous Information and Library Education Center)*

Main training principles:

- Determining a group of those in need of knowledge.
- Defining training contents and exact persons' needs
- Selection of relevant education form.

Knowledge is necessary for:

- 1. Library staff. It is recommended to plan staff training programs aimed at self-perfection, self-education of experienced Internet users and providing basic training to beginners.
- 2. Library Internet users. It is recommended to plan training in accordance with certain user categories and unite those, who have a specific characteristic in common (beginner skills level or work field) and separate individuals.

While determining the training content for the staff and library Internet center users it is recommendable to develop programs in the following directions:

- 1. How to use Internet options
- 2. How to perform information search
- 3. How to evaluate information content, criteria of information resources evaluation
- 4. Internet ethics, principles of abidance by copyright and intellectual right.
- 5. Basics of information culture (how to be a competent user).

Thereby one should differentiate between training participants in accordance with knowledge level and develop program content sections for beginners, experienced users and professionals accordingly.

While defining the training form it is recommendable to consider peculiarities and requirements to:

- Group classes including lectures, seminars, discussions, laboratory classes, in-class workshops, trainings, examinations in the form of competition). Thereby trainers should take into account complementary nature of theoretical classes and in-class workshops, keep users engaged, orient toward basic knowledge level, mold practical knowledge and skills. The groups can be formed in accordance with users' preferences, agreements with organizations and educational institutions. A library in its turn should provide a free choice of training form and content for users.
- Individual classes, which include consultations, guided discussions.

Organizers of training for the staff and library Internet center users will be successful if they will efficiently use visual aids, in particular print materials, information on blackboard, guides, posters, multimedia projector and local computer network).

The training program of library Internet center will function efficiently in case following documentation is elaborated:

- Job description of a consultant (teacher, trainer)
- Work outline
- Group classes schedule
- Course outline for group classes
- Topics list for individual classes
- Individual classes schedule
- Teachers - trainers' CV
- Group and individual classes record
- Work reports

It is recommended to consider the following provisions while selecting consultants (trainers) for the library training:

- Funding (from library budget, projects, other resources, volunteering)
- Educational qualification
- Teaching experience
- Availability of a course training program
- Availability of a class schedule.

## **METHODOLOGICAL RECOMMENDATIONS FOR TRAINERS**

### **Topic 1 – Role of the Internet in the Informational Space Globalization and Problems of Free Access to Information**

#### **I. Seminar duration — 2 h (discussion)**

**Seminar goal** – define the essence of society informatization process and role of libraries in this process.

#### **Objectives:**

1. Consolidate knowledge obtained at the lecture with regards to world trends of society development, provide reasoning for transition to information society.
2. Familiarize yourself with basic principles of information policy and Ukrainian legislative acts regulating this policy.
3. Define the ways, in which library service has changed (is changing) in conjunction with creation of new social and technological entities.
4. Define the role of libraries in the information society.

#### ***Questions for Discussion (2 hours):***

1. Introducing principles of intellectual freedom and information accessibility in Ukrainian public libraries.
2. Correspondence of library work to censorship prohibition.



3. Free information access and informational and electronic equality.
4. International library service standards and possibilities of their application in Ukrainian public libraries work.

A trainer asks a question, listens to every participant's answers, and evaluates trainees' work in accordance with a 5-point scale.

Overall evaluation of the participants' performance on the topic is done in accordance with a 5-point scale after they provide answers during a Q&A session.

## **Topic 2 - Internet Access as a Library Service**

### **I. Seminar duration — 2 h (business game)**

#### **Problem solving – 2 h (roundtable)**

**Seminar goal** – define the peculiarities of providing Internet access in libraries and acquire practical skills of working in a local network.

#### **Objectives:**

1. Consolidate knowledge of organizing a workstation with Internet access in a public library in practice.
2. Define challenges in organizing a workstation with Internet access in a public library and find solution to these problems.
3. Obtain practical experience of providing consultations and services based on electronic resources, first of all, the Internet.
4. Analyze new forms of library work incorporating IT.

#### ***In-class Workshop Plan (Business Game):***

Participants divide into 2 groups: librarians (1) and users (2); – the “users” ask the “librarians” various IT-related questions, and the latter provide detailed answers. After the assignment completion the participants switch their roles.

The trainer listens attentively to the participants' discussion and evaluates their work in accordance with a 5-point scale.

#### ***Roundtable Plan (2 hours):***

1. Practical issues of library Internet center system administration.
2. Network maintenance.
3. Workstation with Internet access.
4. Library Internet service.

The trainer provides necessary information and instructions, leads the discussion, draws conclusions and evaluates participants' work in accordance with a 5-point scale.

Overall evaluation of the participants' performance on the topic is done in accordance with a 5-point scale after they provide answers during a Q&A session.

## **Topic 3 - Intellectual Property and Copyright on the Internet: Responsibility of Library and Librarians**

## **I. Seminar duration — 2 h (seminar)**

**Seminar goal** – Familiarization with the basics and specific traits of copyright protection on the Internet.

### **Objectives:**

1. Familiarize with the effective legislation on copyright and intellectual property.
2. Learn to differentiate between contents and scope of copyright on the Internet.
3. Familiarize yourself with methods of copyright protection regarding the information placed on the Internet.
4. Obtain information about concerns, with which Ukrainian libraries can cooperate.

### ***Seminar Plan (2 hours):***

1. Library and librarians' responsibility for abidance by legislation of Ukraine on copyright and intellectual property issues.
2. Adjusting the goals of library customer service to the copyright requirements.
3. Settling the issues of electronic library networks content and cooperation with copyright owners with regards to protected rights.
4. Starting associations (consortia) for workload and license expenses distribution. Contractual restrictions and library liability.
5. Organizing sociological research regarding the question of how limitations related to copyright become a barrier to customer service.

Overall evaluation of the participants' performance on the topic is done in accordance with a 5-point scale after they provide answers during a Q&A session.

## **Topic 4 - Internet Information Resources. Evaluation Criteria of the Internet Information Resources**

### **I. Seminar duration — 4 h (lab class)**

**Seminar goal** – Familiarization with the Internet information resources and criteria of these resources evaluation.

### **Objectives:**

1. Consolidate knowledge of searching information on the Internet.
2. Learn to evaluate informational resources according to set criteria.
3. Acquire skills of work with paid databases.
4. Acquire skills of work with some free Ukrainian systems.

### ***Laboratory Class Plan (4 hours):***

1. Find 5-6 websites on the Internet, evaluate and select them according to the set criteria:
  - Ukrainian Literature (classic and modern);
  - History of Ukraine;

- World Literature (belles-lettres);
- Distance learning
- Social assistance (charity funds, NGO, free legal and medical consultation, etc.);
- Children's education and entertainment
- Gardening
- Pet care
- Full texts of Ukrainian legal acts and regulations;
- Airplane and train tickets, hotel reservation.

Overall evaluation of the participants' performance on the topic is done in accordance with a 5-point scale after they provide answers during a Q&A session.

## **Topic 5 - Automated Library Information Systems (ALIS) as an Electronic Resources Creation Tool**

### **I. Seminar duration — 4 h (field trip)**

**Seminar goal** – Familiarization with existing library programs, advantages of automated library information systems and using one of ALIS.

#### **Objectives:**

1. Familiarize with an automated library information system.
2. Acquire practical skills of document registration, making bibliographic entry in an electronic catalogue, automated book check-out.
3. Familiarize yourself with electronic catalogue search, printing cards, subscription lists, keeping record of library visits and book check-out.

#### **Fieldtrip plan:**

The workshop is conducted in a library equipped with "Acquisition Specialist," "Cataloguer", "Check-out" and "Reader" automated workstations.

Overall evaluation of the participants' performance on the topic is done in accordance with a 5-point scale after they provide answers during a Q&A session.

## **Topic 6. Library Electronic Resources Management**

### **I. Seminar duration — 2 h (innovative planning)**

**Seminar goal** – familiarization with basics of library electronic resources management, acquisition of practical skills of electronic resources management.

#### **Objectives:**

1. Learn to define the purpose of electronic resources creation and use.
2. Learn to define feasible objectives for achieving this goal.
3. Acquire skills of planning and organizing access to electronic resources.
4. Familiarize yourself with corporate forms of library work in the sphere of electronic resources.

### **In-class Workshop (innovative planning):**

Participants divide into 4 groups: oblast library (1), city library (2), village library (3), library department (4). All of the groups provide answers to questions related to electronic resources management in their respective libraries. The trainer provides necessary information and instructions.

The trainer evaluates their work in accordance with a 5-point scale.

Overall evaluation of the participants' performance on the topic is done in accordance with a 5-point scale after they provide answers during a Q&A session.

## **Topic 7 - Internet Library Resources. Purpose and Requirements of a Library Web-site**

### **I. Seminar duration — 4 h**

**Seminar goal** – acquisition of practical skills of library web page creation.

#### **Objectives:**

1. Learn to work with Joomla web site manager.
2. Learn to form and manage library website content.
3. Learn to register a website on a free hosting.
4. Familiarize with options and requirements of paid hosting.
5. Familiarize with some methods of website promotion.

### **In-class Workshop (4 hours):**

1. Create a website model and design its sections and pages.
2. Open a local server, install Joomla, choose a template and create the first page of a library website (**Appendix 6**).
3. Choose one of the free hosting websites and register the created website on it.

Overall evaluation of the participants' performance on the topic is done in accordance with a 5-point scale after they provide answers during a Q&A session.

## **Topic 8 - Teaching Methods of Electronic Resources Use**

### **I. Seminar duration — 2 h**

**Seminar goal** – acquire skills of holding consultations and educational training for users of different age groups and skills level.

#### **Objectives:**

1. Learn different teaching methods.
2. Acquire skills of holding individual consultations and group lessons.
3. Create teaching methods for a group with different skills level.

### **In-class Workshop (Business Game):**

Participants divide into pairs. Each pair receives a certain assignment and, subsequently, presents a specific computer-related topic to the rest of the group (e.g. How can one insert a picture in a MS Word document?).

The trainer provides necessary information and instructions.

The trainer evaluates participants' work in accordance with a 5-point scale.

Overall evaluation of the participants' performance on the topic is done in accordance with a 5-point scale after they provide answers during a Q&A session.

**Module 3. Library Innovations Based on Project and Human Resources Management  
and New Library Initiatives**

***Author:***  
**Bashun O. V.**

## 1.1. EXPLANATORY NOTE

### Module Contents and Structure

The module consists of 2 sections divided into 8 topics.

**Section 1** Innovative Activity and Marketing Strategy of Library Development includes 3 topics related to theoretical and methodological basics of innovative methods, technologies and library marketing, development of library services assortment.

**Section 2** New Library Initiatives and Methods of Increasing Libraries' Role in a Civil Society includes 5 topics related to basics of fundraising, program and project library development, human resources management, advocacy and social partnership.

Lectures, in-class workshops, seminars, which involve the use of active and interactive learning methods and knowledge tests, are employed with the purpose of the course material acquisition (trainings, business, role and modeling games; master classes, computer presentations, brainstorming, distance learning and testing).

Knowledge acquisition is controlled by conducting a final test. Intermediate forms of knowledge testing include express-test (question & answer sessions), writing papers, completing homework tasks, practical tasks and taking quizzes. At the end of the course participants are supposed to write a paper and pass a test.

### Goal

Module "Library Innovations Based on Project and Human Resources Management and New Library Initiatives" is aimed at obtaining new knowledge and skills in the sphere of library innovative activities and new initiatives, which involves use of management, marketing, fundraising, advocacy and social partnership basics. The course priority is acquisition of theoretical, methodological and practical skills of shaping new library image as an informational institution. Other course priorities include introducing innovations, development of information and library services range, use of project and human resources library management, marketing and fundraising complex, advocacy strategies and social partnership development.

### Course objectives:

- 1) Acquire knowledge of library transformational changes based on innovative activity with the use of management basics;
- 2) Define approaches to innovative strategies elaboration, learn methods of strategic planning;
- 3) Explain the essence of library marketing as a mechanism of shaping new library image in the changed informational, social and cultural surrounding;
- 4) Familiarize with existing approaches to library services classification, analyze the nomenclature of information products and library services with regard to orientation toward customer service approach;
- 5) Familiarize with the basics of library innovative activity based on fundraising technologies;
- 6) Learn mechanisms of program and project library development;

- 7) Explain the basics of leadership and teamwork approach in human resources management;
- 8) Familiarize with international advocacy experience and demonstrate its role for library rights and interests protection;
- 9) Demonstrate the essence of social partnership as a factor of successful library work.

### **QUALIFICATION REQUIEREMENTS**

Initial test is conducted with the purpose of defining students' knowledge level. Certain topics can be covered in a more detailed fashion depending on students' level of knowledge, qualification and professional skills.

After the course completion the students are supposed to:

#### **HAVE KNOWLEDGE OF:**

- Main module theoretical basics and definitions;
- Specific traits of library innovative activity and strategic planning;
- Main elements of library marketing;
- Modern approaches to library services classification and development of information service nomenclature with regard to their orientation toward customer service approach;
- Basics of library fundraising activity and its essence;
- Specific traits of program and project approaches to the library sphere development;
- Teamwork and leadership approaches in human resources management;
- Foreign advocacy experience;
- Mechanisms of libraries' social partnership.

#### **BE ABLE TO:**

- Define innovative activity aspects and elaborate strategic goals and library mission, introduce technical, technological and organizational innovations into library work;
- Conduct marketing research and monitoring of main development directions of information products and services market; define library services nomenclature and use basics of advertisement and PR-technologies;
- Efficiently use fundraising and advocacy methods with the purpose of library development;
- Work in a team;
- Efficiently use social partnership advantages with the purpose of improving library image.

#### **HAVE SKILLS AS FOLLOWS:**

- Designing and elaboration of strategic plans;
- Conducting a research of library services market and designing advertisement materials;
- Preparing projects for grant application and productive work with potential donors and sponsors;
- Use different forms and methods of advocacy;
- Draw up legal documents pertinent to social partnership.



In order to succeed in the course completion the students must:

- Have minimal knowledge of theoretical basics of management, marketing, fundraising, have work experience in the above-mentioned areas and strive to perfect their knowledge and skills.

## 1.2. COURSE OUTLINE

	Number of hours					
	Total	Classroom sessions	Lectures	In-class workshops	Individual work	Test of Knowledge
<b>Section I. INNOVATIVE ACTIVITY AND MARKETING STRATEGY OF LIBRARY DEVELOPMENT</b>	1					1
<b>Topic 1.</b> Innovative Mechanisms of Library Development, Library Strategic Planning	6	2	1	1	2	
<b>Topic 2.</b> Marketing as a Part of Managerial Activity. Functions of Marketing in Library Sector	12	2	3	2	5	
<b>Topic 3.</b> Classification of Information Products and Library Services with Orientation toward Customer Service Approach	6	2	1	1	2	
<b>Section II. NEW LIBRARY INITIATIVES AND METHODS OF INCREASING LIBRARIES' ROLE IN A CIVIL SOCIETY</b>	1					1
<b>Topic 1.</b> Fundraising as a Source of Additional Library Funding	11	2	2	2	5	
<b>Topic 2.</b> Program and Project Approaches to Library Sphere Development	10	2	3	2	3	
<b>Topic 3.</b> Basics of Leadership and Teamwork Approach to Human Resources Management	6	1	1	2	2	
<b>Topic 4.</b> Advocacy as a System of Library, Librarians' and Users' Interests Protection	10	1	1	2	6	
<b>Topic 5.</b> Social Partnership: Concept, Current State, Perspectives	9	2	1	1	5	
<b>Total:</b>	72	14	13	13	30	2

### SECTION I. INNOVATIVE ACTIVITY AND MARKETING STRATEGY OF LIBRARY DEVELOPMENT

#### **Topic 1. Innovative Mechanisms of Library Development,**

## **Library Strategic Planning**

Innovation studies as changes theory. Definitions of “innovation”. Library studies of innovations as changes. Factors of innovative technologies integration into library work. Innovative policy of library development as an information society component. Innovative policy in library strategic management. Changes of library management strategies. Basics of strategic planning: essence, functions, advantages. Defining library mission and development priorities. Library innovative strategies: advancing, imitative, traditional. Innovation studies: contents and work directions. Types of innovations. Innovation implementation, productive and service library innovations. Sequence of innovation processes implementation. Management of library innovations. Scientific, organizational and methodological support of innovative activity. Innovative projects elaboration. Product and service, technical and technological, organizational and social types of library innovation objects. Innovative nature of technical, technological, social, economic and managerial mechanisms of library development.

### **Topic 2. Marketing as a Part of Managerial Activity. Functions of Marketing in Library Sector**

Definition, essence and structure of marketing. Definition of “marketing” and “library marketing”. Commercial and non-commercial marketing. Essence of marketing. Basic types, elements and functions of marketing.

Definition of “marketing research”, its meaning for marketing and conducting methods. Types of marketing research. Basic stages of research. Preparing and conducting marketing research. Use of different research methods (surveying, poll, interview, analysis of expert opinion, focus-groups, case studies, monitoring etc.). Ways of defining samples. Generalization of research results. Using marketing research results for the solution of library strategic and tactical tasks.

Marketing complex as a process of providing service. Definitions of “commodity”, “service”. Stages of commodity creation and its life cycle. Notion of “free” and “paid” library services.

Sale policy as the main link of marketing chain. Channels of promoting commodity, services and sale system. Market segmentation. Advertisement as a sale stimulation tool. “Advertisement” definitions. Notions of “firm style”, “trademark”, “logotype”, “firm block”, “slogan”. Advertisement types and spreading channels: print materials, advertisement spread by audio, TV, radio channels, direct mail; internal, external advertisement, computer advertisement etc. Advertisement technology. Stages of advertisement activity: defining goals, establishing responsibility, setting a budget, advertisement materials design, choice of advertisement spreading channels, time and frequency; advertisement efficiency evaluation. Basic requirements to advertisement materials creation. Peculiarities of advertisement campaign design. Psychological factors of advertisement perception. Library public relations.

Marketing strategy and planning. Library marketing services. Marketing plan and its scheme. Marketing activity organization and control.

### **Topic 3. Classification of Information Products and Library Services with Orientation toward Customer Service Approach**

Customer service approach to satisfying social and individual people's needs as a modern society philosophy. Using fundamental grounds of customer service approach for library service: users' needs as a top priority; directing library work toward satisfaction of the above needs; necessity of constant reengineering of technological processes with the purpose of customer service quality improvement, mandatory character of users' rights protection, necessity of the service quality correspondence to the set standards and such standards elaboration; significant service individualization, which leads to the service complexity and its value increase, dual character of service quality evaluation by users': evaluation of the service itself and evaluation of the conditions of its providing (temporary, psychological, ethical, aesthetic, technological). Providing possibilities of users' participation in service control and improvement, managing services quality; mandatory character of defining service quality characteristics with user-friendly language, elaboration of regulating documents (instructions, regulations etc.) and normative acts, which determine and protect users' rights.

Shaping information needs concepts. Information needs as a social and psychological category. Their place in people's needs structure. Nature and mechanism of information needs formation. Correlation of notions: person's activity motives, his/her interests and information needs. Notion of social (objective), collective and individual information needs. Professional information needs and their correlation with social and economic conditions. Particular information needs of different categories of specialists in accordance with occupation, functional and official duties, sphere of scientific activity and work.

Information request as a key mechanism of library service providing. Notion of information request. Request types. Connection of information request with actual needs as an essence of library service.

Library service as an end product of customer service. Library services classification, defining information and library services nomenclature. Diversification of information products and services as a result of technological development. Classifying information products and services in accordance with communicative relations: documentary, informational and cognitive. New technologies in library service organization.

Library service organization based on new computer technologies. Computer technologies integration into library work with the purpose of customer service approach formation. Electronic information products and services. Databases as an information product. Intellectualization of information products and services production. Creation of information and analytical products and services. Product assortment formation and managerial policy regarding information products and services. Providing for organizational and technological process of information products and services creation as well as for quality of competitive ability.

Providing customer service to users with special needs. Electronic library as a new form of library service organization. Legal grounds of electronic library services. Providing information services involving computer use. Service types. Services envisaging Internet technologies. Virtual customer service. Providing access to databases and electronic documents. Documents delivery as a service type.

### **1.3. CLASSROOM SESSIONS OUTLINE:**

#### **Topic 1. Innovative Mechanisms of Library Development, Library Strategic Planning**

##### **Lecture Plan**

1. Innovation studies as changes theory. Basics, definitions, terminology.
2. Innovative policy in library strategic management. Basics of strategic planning: essence, functions, advantages.
3. Types of innovations. Innovation implementation. Product and service, technical and technological, organizational and social types of library innovation objects.
4. Library innovations management.

##### **Questions for Self-Test**

1. Give definitions of “innovation” and its types.
2. Characterize specific traits of library innovative activity, library research of innovations as changes.
3. Define elements of innovation policy of library development as a form of its existence in an information society.
4. Characterize innovation management as a direction of library strategic management.
5. Characterize the essence and advantages of strategic planning.
6. Define innovation types; characterize existing approaches to library innovations classification.
7. Show the sequence of library innovations implementation: actions algorithm.
8. Characterize basics of library product and service innovations.
9. Determine specific traits of technical, technological, organizational and managerial innovations.
10. Characterize and explain basics of library innovations management.
11. Describe the essence of scientific and methodological support of library innovative work.

##### **In-class Workshop:**

1. Defining a mission and priorities of library development (brainstorming).
2. Strategic plan design, defining its main stages (in groups).
3. Modeling product, service, technological and managerial innovations (modeling game).
4. Elaboration of innovative projects, defining sequence of innovations implementation (in groups).

##### **Individual Work Assignments**

1. Consolidate knowledge obtained during lectures and in-class workshops with regard to innovations and library changes.
2. Learn basic innovation types; learn to determine factors of library innovative development.

3. Learn methods of innovations management.
4. Gain theoretical knowledge and practical skills of strategic planning.

### **Assignment Evaluation Criteria and Evaluation Scale**

Knowledge test includes: Q&A sessions on the topic, in-class workshop results, designed missions samples, strategic plans, innovation projects.

### **Literature**

List consisting of 15 items.

## **Topic 2. Marketing as a Part of Managerial Activity. Functions of Marketing in Library Sector**

### **Lecture Plan**

1. Commercial and non-commercial marketing. Essence of marketing. Basic types, elements and functions of marketing.
2. Theoretical and practical aspects of conducting marketing research.
3. Marketing complex as a process of providing service. Definitions of “commodity”, “service”. Stages of commodity creation and its life cycle.
4. Sale policy as the main link of marketing chain. Advertisement and public relations.
5. Library marketing services. Marketing plan and its scheme. Organization and control of marketing activity.

### **Questions for Self-Test**

1. Provide general characteristic of library marketing (definition, meaning). Characterize classic marketing principles and their use with regard to library marketing.
2. Provide information concerning the date of non-commercial marketing appearing, give its definition; tell what elements constitute library non-commercial marketing complex. Define perspectives of library non-commercial marketing implementation.
3. Define main marketing terms: “marketing strategy and tactics”, “marketing concept”, “marketing program”, “marketing research”.
4. Characterize methods of conducting marketing research. Name qualitative and quantitative methods of marketing research. Explain their specific traits.
5. Characterize library services in the system of service marketing: library services classification, library services characteristics and their influence on marketing organization.
6. Characterize marketing communications; explain their meaning, contents and methods.
7. Explain the essence of library advertisement, its meaning and functions. Explain advertisement technology and psychology.
8. Define ways of creating positive image of libraries.
9. Define “public relations”; explain its meaning and functions. Characterize library public

relations objects and public relations methods used by libraries.

10. Describe main work areas of library marketing service.

### **In-class Workshop**

Choice of tools for conducting marketing research.

Defining library services nomenclature on the basis of marketing research results (in groups).

Advertisement campaign design, choice of advertisement forms, advertisement materials creation (provide samples).

Marketing plan creation (in groups).

### **Individual Work Assignments**

1. Consolidate knowledge obtained during lectures and in-class workshops: learn main types, elements and functions of marketing.
2. Gain practical skills of conducting marketing research.
3. Learn methods of defining library services assortment on the basis of marketing research results.
4. Learn main aspects of library advertisement activity and public relations.

### **Assignment Evaluation Criteria and Evaluation Scale**

Knowledge test includes: Q&A sessions on the topic, in-class workshop results (advertisement samples).

### **Literature**

List consisting of 10 items.

## **Topic 3. Classification of Information Products and Library Services with Orientation toward Customer Service Approach**

### **Lecture Plan**

1. Basics and essence of customer service approach in library work.
2. Library studies approaches to library services classification.
3. Correlation of terms: "information products", "commodity", "service". Essence of information needs and requests.
4. Library service organization on the basis of new computer technologies.
5. Providing customer service to users with special needs.

### **Questions for Self-Test**

1. Provide general characteristic of using fundamental basics of customer service for library information service.
2. Characterize the correlation of terms “information product”, “commodity”, “service”.
3. Explain the essence of social (objective), collective and individual information needs. Describe peculiar information needs of different categories of specialists in accordance with occupation, functional and official duties, sphere of scientific activity and work.
4. Define “information request”. Information request as a key mechanism to customer service approach. Characterize request types.
5. Determine library service as an end product of customer service. Characterize library studies approaches to library services classification.
6. Demonstrate the necessity of diversification of information products and services as a result of technological development.
7. Characterize library service organization based on new computer technologies, describe new types of library services.
8. Characterize new approaches of providing services to persons with special needs.

#### **In-class Workshop Plan**

1. Making library services classification. Library services assortment elaboration in accordance with users' information needs (modeling game).
2. Defining new service types provided by libraries on the basis of computer technologies use (brainstorming).
3. Defining needs and choosing forms of providing services to persons with special needs (discussion in groups).

#### **Tasks for Individual Work**

1. Learn the possibilities of customer service approach in library sphere.
2. Learn methods of defining users' information needs and requests.
3. Gain knowledge of providing new library services on the basis of computer technologies.
4. Learn the peculiarities of providing services to users with special needs.

#### **Assignment Evaluation Criteria and Evaluation Scale**

Knowledge test includes: Q&A sessions on the topic, in-class workshop and discussion results.

#### **Literature**

List consisting of 14 items.

#### **Assignment Evaluation Criteria and Evaluation Scale for Section I**

Knowledge test on Section I is conducted in the form of oral examination (based on Test Question for Section I).

## **Section II. NEW LIBRARY INITIATIVES AND METHODS OF INCREASING LIBRARIES' ROLE IN A CIVIL SOCIETY**

### **Topic 1. Fundraising as a Source of Additional Library Funding**

New initiatives as an important part of the current economic model of library and information sphere, potential channel of off-budget resources for certain library work directions. Propriety of a Head's defining organizational self-development priorities and choosing legitimate alternative resources for library funding. Legal basis of new initiatives in library economic activity.

Fundraising as a new initiative element; its essence, meaning, forms and directions. Main terms and definitions, which are used in fundraising work. Fundraising methods. *Identification*: defining potential funding sources. Paid service(s) in the context of new library initiatives: basic methodological principles of development, modeling of a list (nomenclature), classification, perspectives. Providing for libraries' competitive abilities on the informational, educational, cultural and entertainment markets. *Strategy*: design of image components, planning advertisement campaign, tactic of attracting additional funding sources. *Development*: donors' preparation process and preliminary work with them, certain aspects of human resources training in the sphere of fundraising. *Soliciting*: technology of soliciting financial assistance and theoretical aspects of application preparation. *Trusteeship*: types of expressing gratitude for financial assistance.

### **Topic 2. Program and Project Approaches to Library Sphere Development**

Project activity as a condition of library innovative development and librarians' professional growth. Definition of "program" and "project". Government and state support of program approach to library development. Organizational, functional, social and psychological structure of program and project library activity. Theoretical and organizational basics of program and project management. Typology of projects in library sphere. Informational support of project activity. Information search sources. Peculiarities of work with state authorities, donors and funds. Methodology of writing request letter. Technological aspects of projects preparation and management. Project elements. Conception design and project preparation (project title formulation, writing summary, introduction and problem statement, elaboration of goals and objectives, stages of implementation, defining expected results and their evaluation criteria, determining further project development and future financing). Defining project development of specific library work directions. Innovative planning of library work in the project framework. Effort cooperation and defining project partners. Basic requirements to project budget setting and fulfillment. Source of the library project funding. Budget and off-budget sources. Management and monitoring of the library project. Providing for the project sustainability. Library project advertisement and the project presentation.



### **Topic 3. Basics of Leadership and Teamwork Approach to Human Resources Management**

Leadership basics and definitions. Testing as a method of leadership qualities identification. Evaluation of a leader's personal development parameters. Notion of "self-organization". Reasonable distribution and use of time resources, ways of increasing ability to work. Basics of a leader's communication. Leader's authority and term of reference. Methods of successful team building. Basic notions of team work. Factors of successful team work. Mechanisms and approaches to problem-solving, decision-making and effective planning.

Changes in librarians' professional training involving the use of active and interactive learning methods.

### **Topic 4. Advocacy as a System of Library, Librarians' and Users' Interests Protection**

Definition of "advocacy", "civil representation" and their essence.

Six steps to effective planning of civil representation campaign. General scheme of decision-making, methods of advocacy campaign preparation. Basic principles of work with the public with the purpose of finding supporters and opponents to libraries rights protection. Analysis of state policy as regards cultural development, in general, and libraries, in particular, with the purpose of problematic issues identification. Ways of attracting public attention (tactics). Information spreading channels. Basic approaches to strategy elaboration and tactics of effective library advocacy campaign. Methods of message creation. Building coalitions and professional unions with the aim of exerting more influence on state authorities' decision-making regarding library development, protecting rights of libraries and library users. Peculiarities of work with state authorities, state officials with regard to libraries rights protection.

International and national advocacy experience of libraries' rights protection.

### **Topic 5. Social Partnership: Concept, Current State, Perspectives**

Definitions of "social partnership", "social order", "social project", their essence and specific traits concerning library sphere. Social partnership as a significant direction of library management. Place of social partnership in library innovative activity. Transformation of library role in the system of partner cooperation. Basic principles of social partnership, defining a partners list. Creation of sustainable partnership relations, their legal grounds. Multi-faceted nature of libraries' social partnership. Classification of social partnership types. Library relations with sponsors and donors as a non-commercial partnership variant. Social partnership as an active component of library marketing communications. Prospective models of social partnership.

Foreign partnership, its development and cooperation perspectives.

## **CLASSROOM SESSIONS OUTLINE:**

### **Topic 1. Fundraising as a Source of Additional Library Funding**

### **Lecture Plan**

1. New initiatives as an important part of the current economic model of library and information sphere.
2. Legal basis of new initiatives in library economic activity.
3. Fundraising as a new initiative element, its essence, meaning, forms and directions.
4. Main fundraising methods: identification, strategy, development, soliciting, trusteeship.

### **Questions for Self-Test**

1. Define possible aspects of new library initiatives, characterize peculiarities of organization variants and prospective work directions.
2. Give definition of "fundraising", characterize forms and directions of fundraising basics implementation into library sphere.
3. Determine main sources of additional library funding. Provide characteristics of charity, patronage, sponsorship.
4. Characterize specific traits of libraries' work with potential donors.
5. Define forms and methods of shaping positive library image for potential donors.
6. Define social and psychological aspects of exerting influence on donors with regard to library support.
7. Provide characteristic of existing forms of expressing gratitude to donors with the purpose of increasing their number.

### **In-class Workshop Plan**

*(conducted in the form of training)*

1. *Identification*: defining potential funding sources.
2. Brainstorming possible funding sources (in groups).
3. *Strategy*: design of image components, planning advertisement campaign, tactics of attracting additional funding sources (in groups).
4. *Development*: donors' preparation process and preliminary work with them, certain aspects of human resources training (role game).
5. *Soliciting*: technology of soliciting financial assistance and theoretical aspects of application preparation (in groups).
6. *Trusteeship*: types of expressing gratitude for financial assistance.

### **Individual Work Assignments**

1. Learn fundraising basics and legal grounds for new library initiatives.
2. Learn to define sources of additional funding for libraries.
3. Learn the technology of library presentation to donors and gain skills of choosing forms and methods of library positive image creation.

4. Learn methods of work with donors, gain knowledge of psychological and other methods of exerting influence on them.
5. Learn to choose forms of cooperation and ways to express gratitude to the donors.

### **Assignment Evaluation Criteria and Evaluation Scale**

Knowledge test includes: Q&A sessions on the topic, in-class workshop and seminar results (samples of advertisements and appeal letters to donors).

### **Literature**

List consisting of 9 items.

### **Topic 2. Program and Project Approaches to Library Sphere Development**

#### **Lecture Plan**

1. Project activity as a condition of library innovative development and librarians' professional growth. Organizational, functional, social and psychological structure of program and project library activity.
2. Typology of projects in library sphere.
3. Peculiarities of work with state authorities, donors and funds.
4. Project elements. Conception design and project preparation.
5. Management and monitoring of the library project.

#### **Questions for Self-Test**

1. Give definition of "program", "project". Describe state authorities' support of program approach to library development.
2. Characterize theoretical and organizational basics of program and project management.
3. Provide general characteristic of project typology regarding library sphere. Define ways of providing information support to project activity. Characterize sources of information searching for project activity.
4. Describe main project constitutive elements.
5. Characterize main requirements of project budget setting and fulfillment.

#### **In-class Workshop Plan**

*(conducted in the form of training)*

1. Project title formulation.
2. Problem statement, project summary preparation (in groups).
3. Defining project goals and objectives (in groups).

4. Project methods elaboration (in groups).
5. Defining forms of evaluation, reporting and project effectiveness.
6. Peculiarities of project budget setting.
7. Main requirements to preparation of project implementers' resumes and the project workload distribution.

### **Individual Work Assignments**

1. Consolidate knowledge obtained during lectures and in-class workshops with regard to effectiveness of program and project library development.
2. Gain practical skills of programs and projects elaboration, learn their basic elements and peculiarities.
3. Analyze those areas of library work, where one can use elements of program and project development.
4. Gain skills of managing and monitoring project work.

### **Assignment Evaluation Criteria and Evaluation Scale**

Knowledge test includes: Q&A sessions on the topic, in-class workshop and training results (samples of elaborated projects).

### **Literature**

List consisting of 11 items.

## **Topic 3. Basics of Leadership and Teamwork Approach to Human Resources Management**

### **Lecture Plan**

1. Specific traits of management. Management styles.
2. Leadership basics and definitions. Evaluation of a leader's personal development parameters.
3. Reasonable distribution and use of time resources, ways of increasing ability to work.
4. Factors of successful team building.
5. Improving librarians' professional training by means of using active and interactive learning methods.

### **Questions for Self-Test**

1. Define peculiarities of shaping leadership qualities.
2. Characterize peculiarities of reasonable distribution and use of time resources, describe

- ways of increasing ability to work.
3. Define ways of team building.
  4. Characterize advantages of teamwork approach.
  5. Characterize new forms of enhancing librarians' qualification level.

### **In-class Workshop Plan**

*(in the form of roundtable)*

1. Define 5 positive and 5 negative characteristics of your current behavior as a leader.
2. Determine such self-evaluation criteria as: skills, knowledge, experience (provide examples).
3. Choose a management style. Explain the choice.
4. Build a team for a particular problem solution.

### **Individual Work Assignments**

1. Consolidate knowledge obtained during lectures and in-class workshops with regard to building leadership qualities, ability to use teamwork approach advantages while solving important library tasks.
2. Gain practical skills of teamwork. Learn mechanisms and approaches to problem solving, decision making and effective planning.
3. Learn new forms of librarians' training (active, interactive) and the experience of using the above training forms for qualification enhancement.

### **Assignment Evaluation Criteria and Evaluation Scale**

Knowledge test includes: Q&A sessions on the topic, roundtable discussion results.

### **Literature**

List consisting of 9 items.

## **Topic 4. Advocacy as a System of Library, Librarians' and Users' Interests Protection**

### **Lecture Plan**

1. Main aspects of fruitful advocacy work.
2. Methods of advocacy campaign preparation.
3. Basic principles of work with the public aimed at finding supporters and opponents to libraries rights protection.
4. Analysis of state policy as regards cultural development, in general, and libraries, in particular, with the purpose of problematic issues identification.
5. Peculiarities of work with state authorities, state officials with regard to libraries rights protection.

6. International and national advocacy experience of libraries rights protection.

### **Questions for Self-Test**

1. Provide definition of “advocacy” and its essence.
2. Demonstrate ways of conducting state policy analysis as regards cultural development, in general, and libraries, in particular, with the purpose of problematic issues identification.
3. Describe main principles of work with state authorities and the public aimed at library interests lobbying.
4. Characterize main approaches to strategy elaboration and tactics of effective library advocacy campaign.
5. Describe the mechanism of building coalitions and professional unions with the aim of exerting more influence on state authorities’ decision-making regarding library development, protecting rights of libraries and library users.

### **In-class Workshop Plan**

1. Analysis of effective legislation pertinent to library work and identification of problematic issues, which need to be solved (brainstorming).
2. Elaboration of forms of cooperation with the public and exerting influence on state authorities’ decisions concerning libraries.
3. Elaboration of a strategy and effective campaign tactics regarding libraries rights protection.
4. Create a message, a petition to state authorities.

### **Individual Work Assignments**

1. Consolidate knowledge obtained during lectures and in-class workshops with regard to advocacy, learn forms and methods of lobbying.
2. Learn to conduct monitoring of legislation in the sphere of culture and libraries and to identify certain lacunae.
3. Learn methods of work with state authorities and the public with regard to libraries’ interests protection.
4. Familiarize with international and national advocacy experience.

### **Assignment Evaluation Criteria and Evaluation Scale**

Knowledge test includes: Q&A sessions on the topic, in-class workshop results (samples of elaborated strategies and messages, appeal letters to authorities).

### **Literature**

List consisting of 5 items.

### **Topic 5. Social Partnership: Concept, Current State, Perspectives**

#### **Lecture Plan**

1. Social partnership as a significant area of library management.
2. Legal grounds for social partnership.
3. Basic principles of social partnership, defining a partners list and a classification of social partnership types.
4. Foreign partnership, its development and cooperation perspectives.

#### **Questions for Self-Test**

1. Provide definitions of “social partnership”, “social order”, “social project”, characterize their essence and specific traits concerning library sphere.
2. Provide reasoning for social partnership place in library innovative activity.
3. Describe basic principles of social partnership, characterize legal grounds for social partnership.
4. Describe approaches to a classification of social partnership types.
5. Characterize forms of social partnership with foreign colleagues.

#### **In-class Workshop Plan:**

1. Defining partners and social partnership types (brainstorming).
2. Elaboration of documents pertinent to legal regulation of partnership.
3. Elaboration of marketing communication with partners.
4. New models of social partnership creation (modeling).
5. Defining work directions of social partnership with foreign partners (brainstorming).

#### **Individual Work Assignments**

1. Consolidate knowledge obtained during lectures and in-class workshops with regard to social partnership.
2. Learn main social partnership principles, learn to define a partners’ list, make a classification of partnership types.
3. Learn forms and methods of foreign partnership.
4. Learn to draw up legal documents pertinent to regulation of partnership relations.

### **Assignment Evaluation Criteria and Evaluation Scale**

Knowledge test includes: Q&A sessions on the topic, in-class workshop results.

## **Literature**

List consisting of 7 items.

## **Section II. Assignment Evaluation Criteria and Evaluation Scale**

Knowledge test of Section II is conducted in the form of final oral examination.

After covering 2 modules topics trainees are supposed to write a paper and pass an exam.

### **1.4. RECOMMENDED LITERATURE LIST**

List consisting of 78 items.

### **1.5. FINAL TEST QUESTIONS**

#### **Initial Knowledge Test Questions**

1. Give definitions of “innovation” and its types.
2. Which innovations have you implemented in your library?
3. Which innovation types do you know?
4. Name strategic plan components.
5. Characterize and explain basics of library innovations management.
6. What is library marketing? Provide a definition.
7. Provide general characteristic of marketing components and functions.
8. Do you know how marketing research is conducted? What is its purpose?
9. Provide information concerning library services marketing.
10. Which advertisement types do you know and use?
11. What do you know about different approaches to library services classification?
12. Give definition of “library customer service approach”.
13. Which types of new services incorporating computer use do libraries offer?
14. What are the forms and methods of providing services to users with special needs?
15. What is fundraising? Which new initiatives are you familiar with?
16. Name fundraising components.
17. Define program and project approaches to library sphere.
18. Have you developed a program or plan? Name their components.
19. What are the characteristics of a leader?
20. Which management methods do you know, what are the peculiarities of team, time management?
21. Provide definition of “advocacy” and its essence. Give examples of library, librarians, users advocacy.
22. Which social partnership types does your library use? What are their benefits for the library?



## **Questions for Final Test on Module Topics**

### **Section I. INNOVATIVE ACTIVITY AND MARKETING STRATEGY OF LIBRARY DEVELOPMENT**

1. Innovation studies as changes theory. Basics, definitions, terminology.
2. Types of innovations. Innovation implementation.
3. Product and service innovations.
4. Technological innovations.
5. Library innovations management.
6. Library strategic planning concept.
7. Library marketing
8. Non-commercial library marketing
9. Marketing research. Qualitative and quantitative methods.
10. Library marketing services.
11. Marketing communications.
12. Library advertisement: campaign design, choice of advertisement forms, advertisement materials creation
13. Marketing strategy and planning.
14. PR: definition, functions.
15. Library Services with Orientation toward Customer Service Approach
16. Basics and essence of customer service approach in library work.
17. Correlation of terms: "information products", "commodity", "service".
18. Essence of professionals' information needs and requests.
19. Defining information needs of different specialists' categories
20. Library service as an end product of providing a service. Library services classification.
21. Providing information services on the basis of computer technologies. Services types.
22. Peculiarities of providing services to persons with special needs.

### **Section II. NEW LIBRARY INITIATIVES AND WAYS OF INCREASING THEIR ROLE IN A CIVIL SOCIETY**

1. Fundraising as a source of additional library funding
2. New initiatives as an important part of the current economic model of library and information sphere.
3. Additional funding sources.
4. Define forms and methods of shaping positive library image for potential donors.
5. Forms and methods of work with potential donors.
6. Provide characteristic of existing forms of expressing gratitude to donors with the purpose of increasing their number.
7. Program and project approaches to library sphere development
8. Project elements. Conception design and project preparation.
9. Management and monitoring of the library project.
10. Characterize leader's traits.

11. Leader personal development parameters.
12. Reasonable distribution and use of time resources, ways of increasing ability to work.
13. Essence of team building.
14. Factors of successful team building.
15. Improving librarians' professional training by means of using active and interactive learning methods.
16. Advocacy as a system of library interests lobbying
17. Peculiarities of work with state authorities, state officials with regard to libraries rights protection.
18. Describe main principles of work with state authorities and the public aimed at highlighting library interests.
19. Describe the mechanism of building coalitions and professional unions with the aim of exerting more influence on state authorities' decision-making regarding library development, protecting rights of libraries and library users.
20. International and national advocacy experience.
21. Social partnership: concept, current state, perspectives
22. Basic principles of social partnership, defining a partners list and a classification of social partnership types.
23. Social partnership as an important component of library marketing communications

#### **List of Module Paper Topics**

1. Innovation studies as changes theory
2. Innovation policy in Library strategic management.
3. Library innovations implementation. Types of innovations
4. Innovations management.
5. Library strategic planning as a development factor.
6. Library marketing as a form of library management.
7. Modern library marketing complex.
8. Library services classification approaches.
9. Providing information service.
10. Library fundraising.
11. Library project activity.
12. Effective leadership traits, team work approach.
13. Library advocacy.
14. Social partnership as an important component of library marketing communications.

#### **Assignment Evaluation Criteria and Evaluation Scale**

Max number of points for each module is 40 points.

Every topic is worth 2 points. For the total of 8 topics a student receives max 36 points. The paper is worth 4 points. Thus, the overall result is 40 points.



## 1.6. ADDENDICES. HANDOUTS

### Appendix №1

Library mission matrix

Library Users	Users' needs interest	Library services	Service results for users	Values

Useful Literature:

1. Публічна бібліотека: місія (З досвіду різних країн. Погляд методиста) / уклад. І. Цуріна, Н. Гудімова ; Нац. парлам. б-ка України. – К. : [б. в.], 2004. – 44 с.

### Appendix №2

Strategic Plan Matrix

Library Mission Formulation	
Library Previous Experience	
Shaping Library Vision	
Library Advantages and Disadvantages Analysis	
Shaping Library Future Vision	
Verifying the Mission	
Challenges Analysis	
Development Strategies Design	
<i>Activity Planning</i>	

Useful Literature:

1. Стратегічне планування : дайджест / уклад. І. Цуріна ; Нац. парлам. б-ка України. – К. : [б. в.], 2004. – 52 с.
2. Все вирішує... Стратегія : посіб. для громад. організацій / упоряд. Василь Назрук, Сергій Шурухін, Оксана Тюріна, Тетяна Пушнова ; РЦ РГО "Гурт". – К. : РЦ РГО "Гурт", 1998. – 80 с.

### Appendix № 3

Innovation Design Matrix

Innovations	
-------------	--

Product	
Service	
Technical and technological	
Organizational	
Social	

Useful Literature:

1. Качанова, Е. Ю. Инновации в библиотеках / Е. Ю. Качанова, науч. ред. В. А. Минкина ; СПбГУКИ. – СПб. : Профессия, 2003. – 318 с. – (Серия "Библиотека").

#### Appendix № 4

##### Marketing Research Methods ( Definition and Characteristics)

Methods	
Examination	
Experiment	
Description	
Observation	
Surveying	
Polling	
Interview	
Expert opinion	
Focus-groups	
Case studies	
Monitoring	
Qualitative and quantitative indicators analysis	
Other	

Useful Literature:

1. Башун, О. Вплив маркетингу і фандрейзингу на трансформацію бібліотек / О. Башун ; наук. ред. В. С. Білецький, д-р техн. наук ; Донец. від-ня наук. т-ва ім. Шевченка ; Донец. ОУНБ. – Донецьк : УКЦентр, 1999. – 204 с.
2. Суслова, И. М. Практический маркетинг в библиотеках : учеб.-метод. пособие / И. М. Суслова. – М. : Либерия-Бибинформ, 2005. – 143 с. – (Серия "Библиотекарь и время. XXI век").

#### Appendix № 5

##### Evaluation form of library services (using the example of Donetsk OUNB) DONETSK KRUPSKA OBLAST UNIVERSAL SCIENTIFIC LIBRARY

## LIBRARY EVALUATION FORM

Please fill out this form with the purpose of library quality evaluation.

Dear participants! Please mark your answers ☐ or ☐.

We greatly appreciate your help!

### I. MAIN LIBRARY SERVICES

#### 1.1. Which library services do you use most frequently?

- |   |  |
|---|--|
| <input type="checkbox"/> literature checkout              | <input type="checkbox"/> using literature in the library |
| <input type="checkbox"/> propriety service for scientists | <input type="checkbox"/> consultation and help           |

references:

- |                                      |                                  |
|--------------------------------------|----------------------------------|
| <input type="checkbox"/> traditional | <input type="checkbox"/> virtual |
|--------------------------------------|----------------------------------|

Participating in events:

- |  |  |
|--|--|
| <input type="checkbox"/> new resources exhibitions | <input type="checkbox"/> subject exhibitions |
|--|--|

Information days

- |  |
|--|
| <input type="checkbox"/> public events |
|--|

Club membership:

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> "research       | Artist                                       | <input type="checkbox"/> sci-fi         |
| Винахідник"                              | <input type="checkbox"/> <b>embroidering</b> | <input type="checkbox"/> arts and craft |
| <input type="checkbox"/> music           | <input type="checkbox"/> linguistic          | <input type="checkbox"/> poetry         |
| <input type="checkbox"/> <b>folklore</b> |  |   |

1.2. Which department do you use most often? (name and #): \_\_\_\_\_

#### 1.3. Do you use library centers?

- |   |  |
|---|--|
| <input type="checkbox"/> IATP                 | <input type="checkbox"/> Window on America     |
| <input type="checkbox"/> European information | <input type="checkbox"/> Ukraine-NATO          |
| <input type="checkbox"/> Media center         | <input type="checkbox"/> Intellectual property |

#### 1.4. Which catalogues do you use?

- |                                     |                                       |                                   |                                      |                                       |
|-------------------------------------|---------------------------------------|-----------------------------------|--------------------------------------|---------------------------------------|
| <input type="checkbox"/> alphabetic | <input type="checkbox"/> systematized | <input type="checkbox"/> folklore | <input type="checkbox"/> periodicals | <input type="checkbox"/> departmental |
|-------------------------------------|---------------------------------------|-----------------------------------|--------------------------------------|---------------------------------------|

#### 1.5. Do you need librarian's help?

- |                              |                             |
|------------------------------|-----------------------------|
| <input type="checkbox"/> yes | <input type="checkbox"/> no |
|------------------------------|-----------------------------|

#### 1.6. Evaluate service quality of catalogue department:

- |                                    |                               |                                  |                               |
|------------------------------------|-------------------------------|----------------------------------|-------------------------------|
| <input type="checkbox"/> excellent | <input type="checkbox"/> good | <input type="checkbox"/> average | <input type="checkbox"/> poor |
|------------------------------------|-------------------------------|----------------------------------|-------------------------------|

#### 1.7. Do you use electronic catalogue?

- |                              |                             |
|------------------------------|-----------------------------|
| <input type="checkbox"/> yes | <input type="checkbox"/> no |
|------------------------------|-----------------------------|

1.8. If no, why? \_\_\_\_\_

**1.9. Are you satisfied with library resources?**

☐ yes

☐ no

**1.10. Which resources fields are missing?** \_\_\_\_\_

\_\_\_\_\_

**II. ADDITIONAL PAID SERVICES**

**2.1. Which ones do you use?**

☐ copying

☐ library consultations

☐ documents reservation

☐ **Book indexing**

*Using Internet and IT*

☐ for educational purposes

☐ Internet access

☐ email

☐ **having texts typed**

☐ scanning,

☐ printing out

☐ saving information to disks

☐ "New reader" school

☐ **library tours**

☐ corporate servicing

☐ interlibrary loan

**III. INFORMATIONAL AND COMPUTER SERVICES**

**3.1. Do you use databases the library has a subscription for and books on CDs?**

☐ ІПЦ "Ukrainian legal instruments" (# 2)

☐ Russian book chamber manuscripts (#. 12) 11)

☐ journals (#.

☐ literature on CD (# 11, 12)

**3.2. Do you use library website?**

☐ yes

☐ no

? \_\_\_\_\_

**3.4. Evaluate it:**

☐ excellent

☐ good

☐ average

☐ poor

**3.5. Which website information do you use?**

☐ e-catalogue

☐ find out events schedule

☐ e-documents delivers

☐ reference

☐ virtual

*To access other websites:*

☐ other libraries

☐ search engines

☐ Donbass Internet resources

**Use Donbass e-library**

☐ library publications

☐ Donbass authors books

**IV. CUSTOMER SERVICES QUALITY**

**4.1. What do you like about the library?**

☐ providing services to new users      ☐ collections quality      ☐ availability of reference and bibliography tools, new search engines  
☐ Promptness and quality      ☐ service in a professional area      ☐ service priority given to some user categories  
☐ public events range      ☐ librarians' professional competence      ☐ service culture  
☐ service and work conditions  
☐ *other*  
*opinion* \_\_\_\_\_

#### 4.2. Evaluate library comfort:

☐ location      ☐ work hours      ☐ lighting      ☐ temperature, air control  
☐ user seats comfort      ☐ interior design      ☐ cleanness, order, convenience  
☐ *other*  
*conditions* \_\_\_\_\_

### V. Evaluation of library work in general and its future development priorities

#### 5.1. Evaluate library work:

☐ excellent      ☐ good      ☐ average      ☐ poor

#### 5.2. Provide your comments and suggestions:

\_\_\_\_\_

#### 5.3. Which direction should the library work toward?

☐ multi-faceted library center      ☐ e-library and information center      ☐ distance documents delivery center  
☐ *other*  
*vision:* \_\_\_\_\_

\_\_\_\_\_

#### 5.4. Do you have enough information on library services system?

☐ enough      ☐ not enough      ☐ not informed

#### 5.5. Which other libraries' services do you use?

☐ city      ☐ of higher educational establishments      ☐ specialized  
☐ *other (please, specify)* \_\_\_\_\_

#### Please provide your personal information:

**You are:**  
☐ scientist, graduate student      ☐ specialist      ☐ student      ☐ other



*Reader category:*

- ☐ scientific                      ☐ industrial                      ☐ educational, cultural                      ☐ other

*How often do you use library services?*

- ☐ once-twice a week                      ☐ weekly                      ☐ monthly                      ☐ several times a year

*What is your purpose of information resources use?*

- ☐ scientific                      ☐ industrial, commercial                      ☐ education                      ☐ activity                      ☐ public                      ☐ leisure
- ☐ other (specify) \_\_\_\_\_

*For how long have you been using the library?*

- ☐ less than 5 years                      ☐ less than 10 years                      ☐ less than 15 years                      ☐ less than 20 years                      ☐ over 20 years

**Thank you for cooperation!**

## 1.7 METHODOLOGICAL RECOMMENDATIONS FOR TRAINERS

### Section I. INNOVATIVE ACTIVITY AND MARKETING STRATEGY OF LIBRARY DEVELOPMENT

#### ***Topic 1. Innovative Mechanisms of Library Development, Library Strategic Planning***

In-class workshop and problem-solving session duration - 2h. The class envisages using active training methods molding trainees' problem solving skills.

Class goal - acquire library innovative activity skills.

Objectives:

- shape critical thinking, evaluation and teamwork skills,
- learn to:
  - define library mission;
  - develop strategic plan
  - model different innovation types
  - create innovation projects.

#### **In-class Workshop**

1. *Brainstorming - defining library mission and development priorities.*

#### **Information Section**

Trainer explains what mission is and describes its components.

#### **Game Section**

Participants divide into 3 groups - ideas generators, analysts, experts.

Idea generators work on the following questions:

1. What are library priorities?
2. What is a library purpose?
3. Who does it provide service to? What does it need?
4. What is the best way to respond to the needs?
5. What are library top roles and values?

Answers produce various, at times fantastic ideas. Analysts critically assess the ideas. After that the participants define the mission (1-2 sentences).

#### **Conclusion, Analytical Section**

The first 2 groups present the mission, and the experts evaluate and discuss it. The trainer draws a conclusion.

*2. Role game "Strategic plan design".*

**Information Section**

The trainer provides information on strategic planning methods, various pros and cons.

**Imitational, Game Section**

Participants divide into 3 groups, each develops a strategic plan and presents it, the trainer evaluates the plans.

*2. Modeling game "Different innovation types modeling"*

**Information Section**

Trainer provides information on different innovation types.

**Game Section**

Participants divide into 3 groups, each develops an innovation plan and presents it, the trainer draws a conclusion.

*3. Innovation projects elaboration (workshop).*

Participants divide into groups, each develops an innovative project, develops an implementation plan and presents it, the trainer evaluates the plans.

**Assignments evaluation criteria, form of reporting and knowledge testing**

The instructor evaluates trainees' work in accordance with their participation. Work results are the elaborated missions, strategic plans, innovative projects.

***Topic 2. Marketing as a Part of Managerial Activity. Functions of Marketing in Library Sector***

**In-class Workshop**

In-class workshop and duration - 3h (points 3, 4), problem solving session - 2h (points 1, 2, 5)

Class goal - library marketing skills acquisition, reaching a consensus.

Objectives:

- learn to define methods and tools of marketing research
- acquire skills of library service nomenclature
- learn library advertisement methods
- learn to create marketing plan.

The class envisages using active training methods, master classes, in-class workshops (possibly, distance learning course developed by O.V. Bashun <http://www.library.donetsk.ua/~olena/index1.html>).

#### *1. Master class "Choice of marketing research tools"*

##### **Information Section**

Trainer provides information on various quality marketing research tools.

Master class

Case study of marketing research conducted at Oblast Universal Scientific Library (OUNB). Participants' discussion.

#### *2. Library service nomenclature modeling*

Participants divide into 3 groups and develop services nomenclature (1 - traditional library services, 2 - using IT, 3 - library services for persons with special needs); presentation; trainer's evaluation.

#### *3. In-class workshop "Library advertisement methods"*

##### **Information Section**

Trainer provides information on advertisement types.

##### **Practice Section**

Participants choose one of advertisement types and design ad samples further giving them to the instructor.

#### *4. Business game "Marketing plan design"*

##### **Information Section**

The trainer gives an assignment of marketing plan design and its components.

Objectives

Participants divide into groups, each develops a marketing plan and presents it, the trainer evaluates the plans.

##### **Assignments evaluation criteria, form of reporting and knowledge testing**

The instructor evaluates the trainees' work in accordance with their participation. Work results are the elaborated materials.

#### **Topic 3. Classification of Information Products and Library Services with Orientation toward Customer Service Approach**

In-class workshop duration - 1h (points 1), problem solving sessions - 1h (points 2, 3).

Class goal - familiarization with classification of information products and library services, library service nomenclature modeling, peculiarities of providing service to persons with special needs.

Objectives:

- acquire Classification of Information Products and Library Services skills
- acquire skills of library service nomenclature design using IT
- Familiarize yourself with peculiarities of providing service to persons with special needs.

##### **In-class workshop**

#### *4. Modeling game "Classification of Library Services"*

##### **Information Section**

Trainer provides information on approaches to classification of library services.

##### **Game objectives**

Fill out the tables:

*Table № 1*

<b>Classification Level (According to Characteristics)</b>	<b>Library and Information Products List</b>	<b>Library and Information Services List</b>
Documentary		
Informational		
Cognitive		

*Table № 2*

<b>Classification Level (According to Characteristics)</b>	<b>Library and Information Products List</b>	<b>Library and Information Services List</b>
Main		
Additional		
provided at the library		

*5. Brainstorming "Defining new services types provided by libraries with IT help"*

**Game Section**

Participants divide into 3 groups (idea generators, analysts and experts), each one performs their respective tasks regarding library services, the trainer draws a conclusion.

*6. Discussion "Defining Needs and Choosing Forms of Providing Service to Persons with Special Needs".*

Questions for discussion:

- Which service for persons with special needs does our library provide?
- Which services incorporating IT can our library provide to such persons?
- What are psychological peculiarities of providing service to this user category?
- Which conditions should a library provide with the purpose of providing quality service to these users?

**Assignments evaluation criteria, form of reporting and knowledge testing**

The instructor evaluates trainees' work in accordance with their participation. Work results are tables #1, 2 participation in games and discussion.

**Section II. NEW LIBRARY INITIATIVES AND METHODS OF INCREASING LIBRARIES' ROLE IN A CIVIL SOCIETY**

**Topic 1. Fundraising as a Source of Additional Library Funding**

In-class workshop and duration - 2h (points 5, 6), problem solving session - 2h (points 1-4)

Class goal - acquire library fundraising methods.

Objectives:

- learn to define potential sources of additional library funding
- learn library ad methods used for fundraising purposes
- acquire skills of working with donors
- learn to prepare materials and appeals to donors
- learn the forms of extending gratitude to donors.

### **In-class workshop plan**

*(in the form of seminar)*

A computer presentation is made at the beginning (presentation file appended).

*1. Identification of additional library funding sources.*

### **Information Section**

Trainer provides information on the topic.

*2. Brainstorming potential funding sources.*

Participants divide into groups and define potential Funding sources, analyze them and make a presentation. The trainer evaluates and provides recommendations.

*3. In-class workshop "Strategy. Image Components Design, Ad Campaign Elaboration"*

Participants divide into groups and elaborate ad campaigns used for appeal to donors, make a presentation (providing samples). The trainer evaluates and provides recommendations on their use.

*4. Role game "Development. Preliminary Work with Donors"*

Participants divide into groups, 1 group - donors and 2 - applicants, 3 - experts. The participants imitate a donor-applicant interview, the donors make a decision, expert group evaluates the work. The trainer draws conclusions.

*5. in-class workshop "Soliciting".*

The participants are given an appeal letter sample (samples appended).

#### 6. Case study "Trusteeship".

Case study analysis. The trainer draws conclusions

### **Assignments evaluation criteria, form of reporting and knowledge testing**

The instructor evaluates the trainees' work in accordance with their participation. Work results are the elaborated materials: samples of plans, ad materials, appeal letters.

### **Topic 2. Program and Project Approaches to Library Sphere Development**

In-class workshop and duration - 3h, problem solving session - 2h

Class goal - learn program preparation and library project methods.

Objectives:

- teach participants to - learn prepare programs and analyze their components.

#### **In-class workshop**

*(conducted in the form of training on project elaboration)*

A computer presentation is made at the beginning (presentation file appended).

Participants divide into groups, choose a project topic and develop it as follows:

1. Title formulation
2. Problem statement
3. Goals and objectives
4. Project methods
5. Reporting forms, results evaluation
6. Project budget
7. Writing resumes, workload distribution.

Thereafter each group presents the projects and analyzes their pros and cons.

### **Assignments evaluation criteria, form of reporting and knowledge testing**

The instructor evaluates the trainees' work in accordance with their participation. Work results are the elaborated projects.



**Topic 3. Basics of Leadership and Teamwork Approach to Human Resources Management**

In-class workshop and duration - 1h, problem solving session - 2h

Class goal - shaping leadership traits, team work skills.

Objectives:

- obtain knowledge of managerial activity and reasonable work settings organization.
- learn to work in a team, define advantages of this approach.

**In-class workshop**

*(conducted in the form of roundtable)*

Roundtable questions

1. Define 5 positive and 5 negative characteristics of your current behavior as a leader.
2. Determine such self-evaluation criteria as: skills, knowledge, experience (provide examples).
3. Choose a managerial style. Explain the choice.
4. Build a team for a particular problem solution.

**Assignments evaluation criteria, form of reporting and knowledge testing**

The instructor evaluates trainees' work in accordance with their participation.

**Topic 4. Advocacy as a System of Library, Librarians' and Users' Interests**

**Protection**

In-class workshop and duration - 1h, problem solving session - 2h.

Class goal - build library advocacy skills.

Objectives:

- Familiarize with the effective legislation pertinent to library work and identify problematic issues, which need to be solved;
- Familiarize with the elaboration of cooperation forms with the public and exerting influence on state authorities' decisions concerning libraries;
- Familiarize with the elaboration of a strategy and effective campaign tactics regarding libraries rights protection.

**In-class workshop**

*1. Brainstorming. Analysis of effective legislation pertinent to library work and identification of problematic issues, which need to be solved*

Participants divide into 3 groups: idea generators, analysts, experts. The participants perform their respective tasks and discuss the results. The trainer draws conclusions.

*2. Role game "Elaboration of forms of cooperation with the public and exerting influence on state authorities' decisions concerning libraries"*

Participants divide into groups, choose forms of cooperation with authorities and the public, discuss and present them. The trainer analyzes and evaluates their work.

*3. In-class workshop "Elaboration of a strategy and effective campaign tactics regarding libraries rights protection"*

Participants divide into groups, and elaborate the strategy, then present the results. The trainer analyzes their work.

*4. In-class workshop "Create a message, appeal to authorities".*

Participants divide into groups, and create messages, appeals to authorities, then present the results (samples appended). The trainer analyzes their work.

#### **Assignments evaluation criteria, form of reporting and knowledge testing**

The instructor evaluates trainees' work in accordance with their participation. Work results are the elaborated materials: strategy plans samples, appeal letters to the authorities.

#### **Topic 5. Social Partnership: Concept, Current State, Perspectives**

In-class workshop and duration - 1h, problem solving session - 1h.

Class goal - building Social partnership skills.

Objectives:

- teach participants to choose partners for cooperation and define cooperation types
- acquire skills of concluding agreements with partners
- learn methods of marketing communication with the partners.
- obtain knowledge of cooperation with foreign partners.

#### **In-class workshop**

*1. Brainstorming. Defining partners for cooperation and social partnership types.*

A president is chosen who writes down all of the suggestions as to cooperation partners and social partnership types in two columns (the list should be exhaustive). Participants strike out unacceptable suggestions. The trainer evaluates and provides recommendations.

*2. In-class workshop "Elaboration of documents as regards legal regulation of partnership".*

**Information Section**

The trainer names obligatory agreement components, explains each agreement section and its importance.

**Practice Section**

Participants divide into groups and elaborate a sample of agreement with a library partner regarding one partnership type.

*3. Role game "Elaboration of marketing communications with the partners"*

**Procedure**

Participants divide into groups: 1 group - partners, 2 - librarians, 3 - experts. The participants imitate a partner-librarian interview concerning agreement conclusion, the partner makes a decision, expert group evaluates the work. The trainer draws conclusions.

*4. Modeling "Creating New Social Partnership Models"*

Participants divide into 2 groups and create new social partnership models, present them. The trainer evaluates their work.

*5. Brainstorming. "Defining social partnership directions with foreign partners"*

The elected president writes down the suggestions as to social partnership ties with foreign partners. Participants strike out unacceptable suggestions. The trainer draws conclusions and provides recommendations.

**Assignments Evaluation Criteria, Form of Reporting and Knowledge Testing**

The instructor evaluates trainees' work in accordance with their participation. Work results are the elaborated agreements on libraries' cooperation with partners.